

Joy Poulos

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Demand Generation | Digital Marketing | Marketing Strategy

Marketing Professional with 10 years' experience of marketing strategy, increased sales, effective project management, and impactful marketing for a variety of companies. Led teams to achieve marketing objectives and implement effective strategies. Experience in B2B and B2C. Accountable for revenue and lead generation KPIs.

CORE STRENGTHS

- Lead Generation
- Marketing Strategy
- SEO
- PPC Advertising
- Project Management
- A/B Testing
- Email Marketing
- Content Creation
- Communication

PROFESSIONAL EXPERIENCE

FullFunnel | 2023-present

Demand Generation Manager

Create and execute strategy for SEO, Paid Ads, organic social, PR, and email program. Manage Google Ads and LinkedIn advertising. Budgets of 35K – 60K per month. Create sales enablement collateral. Used HubSpot.

- Change agent to diversify lead sources and systematize processes and reporting
- Decreased cost per acquisition 25% on paid channels
- 30% increase in new client proposals YoY
- Built advanced reporting with actionable insights
- Create and execute email marketing strategy to recapture lost leads and convert them into clients and cross-sell/upsell current clients

Sterling Law Offices | 2020-2023

Digital Advertising Manager

Manage Google Ads, Local Service Ads, Microsoft Ads, Facebook, other social media, and Programmatic advertising campaigns. Budgets of 100K – 150K per month. Create email funnels based on intent and specific service needed. Document and scale technical SEO strategy. Used Salesforce, Autopilot, Wordpress, Call Tracking Metrics.

- Lower cost per lead 25%; decrease Google Ad spend 30%
- Increase leads 275% YoY while maintaining quality of leads
- Launch programmatic advertising (CTV, Digital Audio, Display, and Video) and new targeting techniques for better ROAS
- Expand email marketing strategy to reduce workload for call center staff, quickly qualify leads, and increase funded agreements

Generac Power Systems | 2019-2020
Digital Advertising Specialist

Use Google Ads, LinkedIn, and Facebook to conduct B2C and B2B digital ad campaigns that lead to increased leads and, ultimately, increased revenue. Plan and execute digital advertising campaigns for multiple divisions of the company. Budgets of 50K – 100K per month. Used Kentico.

- Increase results (leads) over 110% YoY, while decreasing CPL
- Introduce new targeting methods to increased results
- Improve conversion rates with integrated campaigns
- Bring products to market

360 Direct | 2017-2019
Marketing Project Manager

Lead strategy for a portfolio of clients, achieving strong, measurable results year over year. Manage tactical team in completing all marketing projects for various clients. Create marketing strategies, lead weekly meetings with clients, and ensure clients are pleased with their results. Had direct reports. Managed video and website projects. Clients were primarily B2B manufacturing and professional services. Used Wordpress, Constant Contact, Zoho.

- Create and manage marketing plans for each client, from strategy to tactics to execution
- Publish more than 20 editorials in over 12 industry publications – a first for the company
- Increase organic website traffic for clients an average of 35% YOY
- Plan and conduct campaigns for bringing products to market

Chicago a cappella | 2016-2017
Marketing and Operations Manager

Responsible for all marketing efforts, including brand strategy, advertising, and PR. Write marketing copy for all communication platforms.

Milwaukee Repertory Theater | 2014-2016
Audience Development and Marketing Manager

Managed outreach and audience engagement events, both on and off-site. Managed advertising budget and promotional materials. Create marketing plans and write marketing content.

EDUCATION: Bachelor Degree | Business Management | Elmhurst University

CERTIFICATIONS: Google Ads | Google Analytics | Trade Desk