

Lani Higgins Gregory
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EXPERIENCE

Digital Marketing Director

June 2013-Present

- Director of Digital Marketing : Startup company- TropixTraveler with CEO of Bonnier
- SEM for Aspect-Voxeo Corporation
- Digital Strategy/Social Media for Just Events Group, Anytime Sleep Consulting, TropixTraveler. Includes Analytics, SEO, PPC, Social Media, Content Strategy

TMP Worldwide

March 2012-June 2013

- Digital Project Manager : Managed digital and creative projects for strategic accounts across multiple industries : website development, mobile, social media, search engine optimization, search engine marketing
- Created strategic proposals and educated clients on Social Media/SEO/PPC
- Led cross-functional teams to deliver high quality deliverables on time and on budget

Bonnier

March 2011-March 2012

- Social Media Manager and SEM Specialist : Social media strategy, consulting and training for top magazine Brands including : Parenting, Field & Stream, Saveur, Islands and Caribbean Travel & Life, Sport Fishing, Yachting
- Managed PPC campaigns for all magazine titles : Google Adwords, Bing Ads, Outbrain content discovery network, StumbleUpon ads
- Created and managed Facebook advertising campaigns, custom tabs and contests for all Bonnier Brands
- Traffic building and analytics review calls with Brands to create audience development strategies to drive traffic
- SEO related tasks such as : keyword research, writing meta descriptions, title tags, SEO site audits, consulting, competitor research

Revenue Performance

January 2010-February 2011

- Account Manager- Internet Marketing Agency
- Managed SEO/SEM strategies for 18 Marriott Hotels
- SEO tasks include : keyword research, writing optimized online press releases, metadata, title tags, writing on-page content, link building, social media strategies and reputation management
- PPC manager for Seasons 52 Restaurants nationwide : Google, Bing- keyword lists, bidding, ad copy, optimization, monthly reporting

Kelly Price & Company

June 2006-Present

- Real Estate Sales Associate

Yahoo !

February 2005 -May 2006

- Account Manager for Yahoo Hotjobs- Online recruitment service and related media products
- Retained business within an existing customer base of over \$800 K in revenue per year
- Handled book of 200 companies
- Reached above 110% of each quarterly goal

Time Inc.

February 2004 -February 2005

- Advertising Sales executive assistant at Parenting magazine
- Assisted 3 Top Account Executives in scheduling, tracking expenses, and managing client relationships
- Managed accounts- controlled the flow of client RFPs & coordinated print schedules with agency contacts

Manchester Grand Hyatt San Diego

January 2003 - February 2004

- Assistant to the Associate Director of Catering and Convention Services.
- Independently organized groups of 100 people or less: Planned clients meetings and parties from start to finish
- Maintained constant interaction with clients, handled all aspects of the set up of the room, worked closely with head chef for menu options, coordinated with all department heads to review upcoming parties and meetings for groups, and followed up with clients

EDUCATION

MBA – Rollins College

August 2006-May 2009

University of Colorado, Boulder, CO

August 1999-December 2002

University of Hawaii, Oahu, HI

August 1998-May 1999

Semester at Sea- Study abroad program

January 2001- May 2001

Traveled around the world. Interacted with people from all different cultures

EXTRACURRICULAR ACTIVITIES AND SKILLS

Certified Google Adwords Professional, Microsoft Adcenter Certified, extensive experience with Omniture, Google Analytics, Google Webmaster Tools, WordPress, Blogging, SEOmoz, Hitwise, Facebook, Pinterest, Instagram, Twitter, Google +, Microsoft Word, Excel, PowerPoint, Outlook. Superior written, verbal and interpersonal communication skills. Reliable, responsible, motivated and optimistic.