

# ELIZABETH ACHANTA, MS

## SENIOR MARKETING & COMMUNICATIONS MANAGER

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### PROFESSIONAL SUMMARY

Strategic marketing and communications leader, excelling in developing integrated strategies to maximize ROI. I am seeking a senior role to leverage expertise in strategy, digital marketing, communications, and leadership.

### EXPERTISE

Strategic Planning | Digital Marketing | B2B, B2C, & B2B2C Communications | Internal Communications | Copywriting | Product Marketing | Social Marketing & Advertising | Crisis Communications | SaaS | Executive Communications | Product Marketing | Employee Management

### PROFESSIONAL EXPERIENCE

#### **Marketing Manager | GoDaddy Registry | Remote | January 2022 – Present**

I drive go-to-market strategies for a portfolio of 40+ Top Level Domains (TLDs), including .design, .gay, and .NYC. I create go-to-market plans, manage web content, and oversee global marketing campaigns.

- Webmaster and content creator roles for .design, .NYC, .gay, and the GoDaddy Registry global brand.
- Develop strategic go-to-market plans for priority TLDs, supporting the Sales team in meeting goals.
- Oversee marketing campaigns including keyword expansion, segmentation, and campaign impact.
- Implemented innovative, omni-channel marketing strategies to drive product adoption and maximize ROI.
- Select vendors, negotiate contracts, and control costs to optimize budget and ensure quality service delivery.
- Project managed global content, analyzing performance results for cross-utilization opportunities.
- Managed contract writers globally, supporting content writing strategic plans.
- Create quarterly email marketing campaigns, reporting on analytics and developing strategic plans for growth.
- Successfully negotiated contracts and controlled costs to optimize budget and service delivery quality.
- Spearhead implementation of omni-channel marketing strategies to drive product adoption and increase ROI.
- Analyze global content performance, identifying opportunities for cross-utilization among different products.
- Managed global contract writers, aligning content with strategic plans and creating opportunities for partners to publish sponsored content on behalf of GoDaddy Registry.
- Project manage all global content for the Registry team. Analyze and report content performance results to find opportunities for cross-utilization amongst categories.
- Manage contract writers across the globe to support content writing strategic plans, as well as find opportunities for registrar partners to publish sponsored content on behalf of GoDaddy Registry.
- Implemented data-driven testing processes, optimizing marketing strategies and enhancing performance. Communicate results to refine and elevate campaigns.
- Increased organic website traffic by 300% in 2023; averaged 6-9% CTR headlines, beating colleague averages.

#### **Data Analyst | Marketing Solutions Group, LLC | August 2021 – December 2021**

Served as a liaison between Church & Dwight and key customers such as Big Lots and Bed Bath & Beyond.

Analyzed Nielsen marketing data and presented data to support sales and marketing strategies.

- Created new opportunities for customers, including store displays, promotions, and email advertisements.
- Utilized previous and current year sales trends to create sales forecasts for future quarters and years.
- Created and presented reports to relay new product information and business opportunities to customers.

#### **Product Marketing Specialist | Norgren Automations Solutions | MI | January 2020 – August 2021**

Managed three global brands, led comprehensive market research initiatives and organized corporate rebranding effort. Supported adjacent market expansion, engaging with companies such as Tesla, Rivian, GM, and Ford.

- Performed market research utilizing LMC and AFS data, presented reporting to sales team to understand new automotive launches, sourcing opportunities, and total addressable market.
- Organized the redesign and rebranding of existing company digital sites to enhance UX and UI; increased LinkedIn followers by 25% and utilized LinkedIn advertising to attract adjacent market customers.
- Led corporate rebrand, including the redesign of all existing marketing collateral.
- Collaborated with the Sales team to expand into adjacent markets, including geographical expansion.
- Provided monthly and quarterly market data to the executive team, including adjacent market sales data, automobile launches, addressable market to Norgren, and total market values.
- Defined product positioning, feature packaging, and ensured customer voice was reflected.
- Project managed new product development and APQP launches to ensure successful market campaigns.
- Provided regular executive communication deliverables, including newsletters and PowerPoint presentations.
- Copywrote press releases and case studies; created marketing materials, including print and digital collateral.
- Coordinated company and employee event attendance with 40,000+ attendees. Designed new tradeshow materials; learned software coding to design new touch-screen kiosk.
- Created eight in-house movies showcasing company products, employees, and services.

### **Marketing Specialist | Oxford Bank | MI | December 2015 – January 2020**

Established, developed, and managed the company's marketing and communications department for a local bank supporting five business units. Multi-tasked projects including rebranding, training, and product implementation.

- Administered and facilitated bi-annual Employee Engagement and Internal Services surveys, including analysis.
- Functioned as the Web Development and Content Manager, overseeing the creation of a new website aligned with brand standards. Implemented employee-used features like customer retention programs.
- Pioneered the Social Media Committee, developing the inaugural strategic plan and presence.
- Orchestrated 100+ company events, managing logistics for wide audiences ranges from 10 to 20,000.
- Managed vendors and oversaw marketing budgets, totaling over \$600,000 across different departments.
- Designed and published an intranet in two weeks, coordinating a successful internal launch campaign.
- Developed comprehensive strategic plans for diverse marketing functions, including social media, new market acquisition, adjacent markets, and sales campaigns.
- Spearhead the redesign of the company website, introducing innovative features to enhance UX/UI.
- Introduced reporting tools, optimizing marketing and ensuring data-driven decisions for targeted campaigns.
- Orchestrated crisis communications during two bank robbery incidents, implementing strategies for employee support and safety. Responded to press inquiries, ensuring accurate communication to media outlets.
- Managed all internal and external communications, including press releases and crisis communications.

### **Internal Communications Specialist | DTE Energy | MI | November 2014 – December 2015**

Wrote and published newsletters and DTE intranet top stories; one of which broke multiple internal records.

- Analyzed employee engagement surveys for VP and SVP. Increased survey participation by 20%.
- Executed crisis communications, ensuring timely communication for safety awareness and preparedness.

### TECHNICAL SKILLS

Adobe Creative Suite · Campaign Monitor · Constant Contact · CMS/CRM · Google Analytics · Hootsuite · Hubspot · MailChimp · Microsoft Office Suite · Salesforce · Sprinklr · Squarespace · Tableau · Wix · WordPress ·

### EDUCATION & CERTIFICATES

**Master of Science: Marketing, Research & Analytics** | Southern New Hampshire University, NH

**Bachelor of Arts: Communications, Philosophy** | **Honors College Graduate** | Oakland University, MI