

MARIA JOSE SERRES-ROUSE

DIGITAL INSIGHT PROFESSIONAL

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SUMMARY

Experienced digital marketing professional with strong commercial focus and a proven record for developing successful digital marketing strategies, leading demand generation activities and insight for B2B & B2C environments. Passionate about every aspect of data, analytics and strategies which drive quality leads, engagement, customer acquisition and effective business decisions. Adept in using marketing automation tools like Pardot, Hubspot and Marketo, integrating leads and activities with Salesforce and the sales cycle. Hands-on with CMS as Drupal, Joomla, Umbraco and Wordpress. Proficient on project management tools like Jira, Basecamp and Microsoft Planner. Skilled on developing interactive reports and insights using Google Data Studio, Microsoft Power BI and SQL queries. Team worker and people manager, working comfortably liaising with stakeholders from different teams and levels.

KEY SKILLS

- Strategic multi-channel view
- Strong communication skills
- Adaptable and resilient
- Complex data interpreter
- Collaborator and influencer
- Early technology adopter

EXPERIENCE

HEAD OF GROWTH AND INSIGHT

BENEFEX, SOUTHAMPTON | 12/2019 – PRESENT

Benefex is the company behind OneHub, the international award-winning platform for employee benefits and recognition.

Responsible for creating and implementing digital marketing strategy and tactics to increase reach and engagement with prospects and customers using the latest digital trends, combining earn and own media with data and insight as the foundation for all decision making.

- Defining the engagement and nurture programs on Pardot integrating Zoom, Eventbrite, Umbraco (CMS) and Salesforce
- Integrating a variety of data sources like Google Analytics, Pardot conversions and Salesforce data to report accurate marketing results and contribution to the sales funnel
- Managing Salesforce to integrate marketing activities with sales and customer management with the Customer Success team
- Developing the email marketing strategy and implementing the plans to reach customers and prospects with the right content for each segment, running A/B tests on copy, subjects and timings
- Building paid social advertising campaigns using segmentation and insights to reach the right prospects with the right CTA
- Improving communication and lead generation activities between marketing, sales and customer success teams
- Adjusting Google Analytics and Google Tag Manager to improve user journeys and increase reporting capabilities
- Running A/B and multivariable tests on website, email and social paid campaigns to increase conversions and open rates
- Creating website pages to drive engagement, SEO traffic and be part of the nurturing programs
- Hosting webinars for different products and topics in different time zones using Zoom integrating Pardot and YouTube

ACHIEVEMENTS:

- Implemented and promoting a series of 18 webinars achieving an increase in monthly quality leads by 380% and sales by 50%
- Redesigned marketing reports to improve accuracy on the marketing and sales funnel using Power BI.
- Increased engagement through the use of segmentation on social media paid advertising and email communications
- Enhanced the way we use Salesforce and Pardot to integrate sales and marketing activities
- Introduce call tracking with ResponseTap and segmented the calls to identify sales calls generating a new source of MQLs

DIGITAL INSIGHT MANAGER

LV=, BOURNEMOUTH | 09/2017 – 12/2019

Liverpool Victoria (LV=) is the UK's largest friendly society, leading insurance service provider and mutual, winner of the Moneywise Most Trusted Life Insurance provider for the sixth year running and Top 10 in UKCSI 2019 report.

- Accountable for business insight generation within the Customer Insight & Strategy team, shaping digital and customer insight in interactive formats to enable meaningful decision making
- Responsible for data collection and business insight generation for a variety of objectives and stakeholders, working closely with B2B marketing, sales, product, UX, brand and strategy.
- Understanding stakeholders' projects and their strategic direction to provide them with actionable insight, meaningful data and recommendations in a standardised reporting approach to enable self-service for their insight needs.
- Integrating multiple sources like the single customer view, external modelled data from CACI, behavioural data and data analytics, using database queries like SQL and tools like Microsoft Power BI and Google Data Studio.

ACHIEVEMENTS

- Developed a knowledge framework based on stakeholder objectives, insight use and data sources to create customer personas, delivering standardised reports and custom profiles resulting in a better understanding of the customers, reducing delivery time and increasing satisfaction for insight and engagement from 1 stakeholder team to 7 teams
- Introduced Microsoft Power BI to create customer profiles and digital insight, improving reporting speed by 80%
- Improved customer journey based on data: Provided analysis and insight on Google Analytics 360 to understand advisers' behaviours and provided data to improve conversion by 6% and reduce bounce rate by 13%
- Empowered the reporting team with advanced analytics and tagging recommendations and training to improve optimisation.

SENIOR DIGITAL STRATEGIST

ADVANTEC, SOUTHAMPTON (CONTRACT) | 04/2016 - 03/2017

Accountable for planning, analysing, developing multi-channel digital marketing strategies, leading performance analysis and optimisation activities, creating meaningful online self-serve reports, integrating multiple data sources and providing insight.

ACHIEVEMENTS

- Increased customer retention by 18%, combining work transparency and performance insights with live reporting
- Increased sales conversion rate by 35% through the use of customised, detailed proposals aligned with client's objectives

MARKETING MANAGER

I2O WATER, SOUTHAMPTON | 09/2015 - 03/2016

Responsible for integrating online and offline activities while managing different agencies and remote teams in Spain, Colombia and Malaysia. Implementing analytics, marketing automation tagging and optimisation, developing global marketing strategy, managing budgets, leading funnel creation, events/tradeshows planning, sales materials creation and SEO content calendar.

ACHIEVEMENTS

- Created the company's personas for the new strategy, website and content that lead into a 27% increase in sales engagement
- Implemented Marketing Automation with Act-On integrated with Salesforce, providing more quality leads for sales
- Drove the rebranding and website creation alongside the go-to-market plan for the new services

HEAD OF DIGITAL

PEER 1 HOSTING, SOUTHAMPTON - LONDON | 08/2011 - 08/2015

Promoted to Head of Digital from Demand Generation Manager. Accountable for all aspects of digital marketing to drive awareness and lead generation for global websites including content generation, organic and paid search campaigns, bid optimisation and ROI analysis. Part of a global team reporting to Vancouver, Canada. Lead a multi-skilled team in 2 locations.

ACHIEVEMENTS

- Developed digital strategy across all channels, increasing conversions and sales
- Created online content plan and global calendars that engaged more people on social media and boosted traffic
- Introduced and managed social media paid campaigns into the marketing mix, driving 6% of the total traffic with 8.47% conversion rate
- Increased paid search conversion rate to 5% (expected max. 3%), while reducing PPC annual spend from \$3M to \$900K
- Achieved and sustained top 3 organic rankings on Google US and UK for key product search terms
- Boosted product SERP rankings by 22% by proactively advised improvements on content, product descriptions and campaigns

GAP YEAR TO STUDY A MASTER'S DEGREE IN DIGITAL MARKETING IN SOUTHAMPTON UNIVERSITY | 09/2010 - 08/2011

MARKETING DIRECTOR

GENEXUS, MONTEVIDEO, URUGUAY | 04/2001 - 09/2010

Led brand, communications, web presence, worldwide events and implemented all marketing activities that impacted the 4 offices worldwide, including 35 distributors. Managed local and offshore teams and vendors in more than 20 countries.

ACHIEVEMENTS

- Lead the rebranding globally that increased brand engagement by 5% worldwide
- Increased annual the 3-day global conference attendance by 10% year by year

EDUCATION

DIGITAL MARKETING

GOOGLE SQUARED ONLINE
Digital marketing course that focuses on the latest trends, Google best practices and future ways of thinking.

References Available Upon Request

MSc DIGITAL MARKETING (DISTINCTION)

UNIVERSITY OF SOUTHAMPTON
Masters covering all main areas of digital marketing.
Dissertation Topic: Social Media for corporations.

MSc MARKETING

URUGUAYAN CATHOLIC UNIVERSITY
Degree on traditional marketing, learning the foundations of brand development, product creation, price strategies and promotion to diverse markets.

COMPUTER SCIENCE ENGINEER (DISTINCTION)

URUGUAYAN CATHOLIC UNIVERSITY
5-year degree about information technology, software, databases and protocols.
Dissertation Topic: Web Usability.