

LORRIE WINKLER

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SUMMARY

Innovative, results-driven, technologically excellent marketing professional with 25+ years' successful experience in progressive roles driving optimal user experience online and digitally with the creation and execution of digital marketing campaigns, website development and marketing automation strategy, to build brand awareness and customer engagement in B2B, B2C, and corporate environments.

EXPERIENCE

La-Z-Boy / Kincaid Furniture, Greensboro, NC

Assistant Marketing and Sales Representative

2019 - Present

Assist in the regional sales and marketing efforts for Kincaid Furniture, a division of La-Z-Boy Furniture, working with both sales managers and furniture dealers to create marketing deliverables geared to increasing sales and market share for a win-win situation.

- Create sales collateral which aid in regional sales increasing 30% YOY.
- Participate in sales activities during furniture market and outside which equate to the acquisition and development of new dealer and designer accounts.

The Center for Creative Leadership, Greensboro, NC

Manager, Web and Marketing Automation

2019

Responsible for CCL's digital presence (www.ccl.org) and marketing automation system, including project and campaign planning and implementation, digital and platform strategy, as well as measurement. Planning, implementation, and management of all aspects of CCL's marketing automation system, including working with marketing teams to define and develop related personalization efforts, nurture/drip campaigns, and other elements of the solution.

- Implemented project management platform to effectively organize web projects across departments.
- Instrumental in creating digital standards to assist in aligning web and digital initiatives.
- Developed web processes and templates to create consistency across the CCL brand.

Truliant Federal Credit Union, Winston-Salem, NC

Digital Marketing Strategist

2017 - 2019

Created E-commerce initiatives and digital marketing campaigns that achieved Truliant's strategic brand and business objectives by enhancing credit union members' and website visitors' experience. Executed high quality, on time, cost-effective projects across all digital platforms, such as websites, landing pages, email campaigns, marketing automation development, social media, online and mobile banking platforms, and Ecommerce to improve customer sales and service experience. Proactively gained knowledge of marketing and media plans to provide technological solutions including rich media, site optimization, and promotional ideas. Managed research studies that yielded rich insights into consumer online behavior. Utilized marketing automation programs and remarketing of digital campaigns. Provided campaign performance reporting and analysis to management.

- Spearheaded project and designed strategy for rollout of Kentico Marketing Automation platform, generating more frequent and relevant member communications.
- Created digital B2C digital marketing strategies utilizing targeted web site banners, segmented automated email campaigns, and targeted remarketing ads, resulting in increased membership.
- Utilized E-commerce marketing strategies that built pipeline of leads and increased customer engagement.

TECHNOLOGY AND TOOLS

- PC and Mac
- Microsoft Office (Word, Excel, PowerPoint and Outlook Express)
- Dreamweaver, HTML, CSS, and PHP as applied to website development
- Adobe Creative Suite (InDesign, Photoshop, Dreamweaver, and Illustrator)
- Content Management Systems (CMS); Site Core, Kentico, WordPress and WIX
- Customer Relationship Management (CRM) applications; Salesforce and Microsoft Dynamics
- E-mail application ConstantContact
- Marketing Automation (MA) platforms; Act-On, Kentico and Eloqua
- JIRA and Workfront workflow platforms
- Project Management Platforms; Mavenlink, Smartsheet and Wrike
- Social Media Tools; Hoot suite, Shortstack and WooBox

AREAS OF EXPERTISE

- Digital Campaign Strategy
- Website Design & Development
- Corporate Branding
- Content Development
- Website Personalization
- Marketing Analytics
- Digital, Email, & Social Media Marketing
- SEO / SEM
- Marketing Automation
- Budgeting & Planning
- Lifecycle Marketing
- Project Management

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EXPERIENCE continued

Volvo Group, Greensboro, NC

Manager, Digital Communications & Training

2015 - 2017

Managed marketing communications team and directed digital marketing, communications, and training initiatives for Aftermarket Parts and Service Marketing for Mack, Volvo, and Road Choice. Identified and implemented innovative marketing automation software that enabled targeted, effective email strategy for dealer correspondence. Designed and oversaw execution of collateral material, digital sales campaigns, events, and trade shows. Initiatives included results-based strategies and tactics for end-user websites, digital and print campaigns, collateral material content creation, marketing communications, events, training, and trade shows.

- Scheduled, organized, and widely communicated training events, improving attendance by 30%.
- By initiating tight budget controls and innovative use of technology, reduced yearly marketing spend by over \$500K in six months.
- Spearheaded improvements in departmental processes, enabling 50% reduction in outsourced deliverables.
- Developed and updated multiple websites, including PARTners (Mack and Volvo), Road Choice, and Dex Heavy Duty Trucks, contributing to a \$15M increase in sales.

Columbia Forest Products, Greensboro, NC

Marketing Communications Manager

2013 - 2015

Supervised and directed workflow of marketing, advertising, and public relations activities. Applied innovative tactics to build and maintain brand awareness internationally across corporate channels, such as blogs and newsletters targeting B2B and B2C. Planned, budgeted, and executed all corporate and brand-related marketing initiatives. Used automated marketing programs, digital media, advertising, product packaging, product photography, internal and external communications, branding programs, and sales promotions to improve product visibility.

- Led redesign, development, and maintenance for multiple websites.
- Used social media campaigns to increase media footprint at minimal cost.
- Integrated Microsoft Dynamics CRM and Act-On Marketing Automation platforms into corporate website and communications initiatives to communicate more effectively with consumers and dealers.

Digital Marketing Specialist

2012 - 2013

Planned and implemented strategies and marketing endeavors for all corporate and brand-related social media platforms, focusing on content marketing and overall online strategy. Created and executed e-mail campaigns targeted to multiple corporate business channels to increase brand awareness and value of product offerings.

- Managed corporate website design, integration, maintenance, content creation, database integration, and updating.
- Created social media strategy which doubled social media fans and engagement within six months.
- To increase corporate presence and SEO, successfully developed three blogs for company initiatives.

Network Communications, Inc., High Point, NC

Integrated Media Account Executive

1991 - 2012

Provided content and digital and print campaign creation, as well as sales and service for real estate and affiliated accounts for The Real Estate Book of High Point, The Real Estate Book of Davidson County, and The Real Estate Book's New Homes of the Triad.

- Managed, trained, and provided guidance for graphics and distribution personnel.
- Received consistent sales and marketing awards through all years of employment.
- Shaped online presence of national brand through microsites and blogging initiatives.

Prior experience as General/Marketing Manager at Womack Publishing (1990-1991) and as Assistant Production Manager at Southern Farm Publications (1989-1990).

EDUCATION AND CREDENTIALS

Master of Science, Information Technology Management –

Concentration: Digital
Marketing

University of North Carolina
at Greensboro,
Greensboro, NC

Bachelor of Science, Graphic Design– Minor: Marketing

Appalachian State University,
Boone, NC

PROFESSIONAL DEVELOPMENT

Foundation for Leading
People – Development
Dimensions International

Better Conversations
Everyday – Center for
Creative Leadership

Frontline Leader Impact –
Center for Creative
Leadership