

GENA RAGSDALE

MARKETING AUTOMATION SPECIALIST



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SUMMARY STATEMENT

Working in a constantly evolving field allows me to polish my research skills and feed my appetite for innovation. This past year, I revamped 900+ Marketo programs, recruited 300 new clients, and improved social media reach by 282% on Facebook alone. I am a communicator, an idealist, and an explorer looking to solve your company's needs.

TECHNICAL EXPERTISE

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Lightroom)
- Web Development (HTML, CSS, JavaScript, PHP, Litmus, Drupal)
- Marketing Tools (Marketo, Salesforce, Smartsheet, Mailchimp, Citrix, Tableau, Zapier, Hootsuite, Google Analytics & AdWords)

EXPERIENCE

Smartsheet

Bellevue, WA

Dec. 2016 – Present

Marketing Automation Specialist

- Maximized email server HTML compatibility through data processing research and testing in Litmus
- Audited 900+ Marketo programs to highlight and document any brand inconsistencies or errors
- Analyzed A/B test data to determine content performance and reduce email exhaustion for our 6-million-lead database
- Reduced manual workload, while boosting Smartsheet Academy registration rates by introducing more efficient cross-team processes
- Developed mobile compatibility for Smartsheet's landing pages by building templates and master programs in Marketo

Heaton Dainard

Real Estate

Bellevue, WA

Aug. 2015 – Sept. 2016

Marketing Coordinator

- Saved \$45,000 in website development costs by teaching myself CSS and HTML
- Recruited 300+ new clients, yielding thousands of dollars in additional revenue
- Amplified social media reach by 282%
- Improved client segmentation on distribution lists, increasing email campaign success rate and subscriber retention (2,000+ recipients)

Including: Invest Now, Intrust Funding, LimeLite Development, Buck Buys Houses, Razor Investments, Infinity Land Management

Marketing Assistant

- Composed 7+ monthly blog posts/articles
- Prepare performance analysis reports for the eight affiliated companies
- Initiated mobile-optimization practices and rebranding strategies, while developing a new division of the company

The Odyssey

Pullman, WA

2014 – 2015

Columnist

- Awarded top article for yielding 3,000+ shares online
- Enforced an organized personal schedule to ensure all deadlines were hit and content was thoughtfully created

Sigma Kappa

Pullman, WA

2012 – 2013

Vice President of Membership

- Increased chapter membership by 33% through improved recruitment strategies
- Developed programs to guide 100+ members through recruitment techniques and procedures
- Planned recruitment from the ground up, while maintaining a \$7,500 budget

EDUCATION

Bachelor of Arts in Strategic Communication (P.R.)

Washington State University | Pullman, WA

2011 – 2015 | Award: President's Honor Roll

Bachelor of Arts in Accounting

Washington State University | Global Campus

2017 – Present

CERTIFICATIONS

Smartsheet Certified User

Dec. 2016-2017

Google Analytics & Google AdWords Certifications

Oct. 2016-2017

Proficient in all areas, including: Search, Display, Video, Shopping, and Mobile Advertising.