



GABRIELLA MIELE

PRODUCT & GROWTH MARKETING

PERSONAL PROFILE

I'm a B2B Product & Growth Marketer with my roots beginning in SEO. My well-rounded approach closely focuses on how to efficiently move customers through the purchase journey while utilizing SEO content to drive traffic.

WORK EXPERIENCE

Product & Growth Consultant

Pitchbox | Nov 2020 - April 2021


- Project consultant for product and growth marketing
- Responsible and lead marketing team processes and updated messaging across the website and sales collateral.
- Responsible for improving and reporting on SEO traffic gains and losses
- Lead team of designers in creating PPC ads resulting in 40+ leads in first week
- Responsible for creating yearly marketing strategy including product marketing and sales enablement materials
- Deep understanding of the Enterprise buyer's journey as well as personas and their key priorities
- Edited and lead design team in creating landing pages for website
- Develop unique and compelling content across both top-of-funnel and mid-funnel
- Lead marketing team in product feature launches
- Lead technical marketing strategy and can communicate technical concepts to a wide audience, both written and in a live setting
- Worked congruently with co-founders

Account Manager & Link Building Strategist


From the Future | May 2019 - Nov 2020

- Managed and oversaw 18 client projects
- Primary point of contact and build long-term relationships with customers
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors
- Create project plan and ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Forecast and track key account metrics such as website traffic, keyword positioning, and ROI of PPC, technical SEO, and link building efforts
- Responsible for working with the sales team to onboard and integrate new clients and developing existing client relationships
- Project lead for From the Future re-branding and coordinated across 10-person team content, web development, and design departments.
- Managed 9 writers for content creation and created and edited over ~600 pieces of content per year
- Managed and evaluated communications between 300+ prospective opportunities for external link building vendors and high authority PR sites
- Public speaker and trainer for agencies and companies learning Link Building and Outreach
- Create campaigns that engage, nurture, and grow client's user base all the way through to team expansion, product mastery, and advocacy for 3 brand product launches
- Created outreach campaigns for over 15+ campaigns for both B2C, B2B, B2B SaaS content

CONTACT ME AT

 Philadelphia, PA
(willing to relocate)

 gabmielemarketing@gmail.com


 www.gabbymiele.com


 @gabriella-m-miele


SKILLS SUMMARY

- Project Management
- B2B SaaS Best Practices
- Content Marketing
- Budgeting and Cost Analysis
- Copywriting
- Process Improvement

ACHIEVEMENTS

 Trained and presented to 1,000+ on marketing management

 Created a successful training program that generated

 Design Awards, Cliffmoor College (2012)



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WORK EXPERIENCE

Product & Growth Consultant

Consultant | November 2018 - present

DIGITAL MARKETING CONTRACTOR POPMENU

November 2018 – PRESENT
November 2019 – March 2020

- Social Media Content Producer
- Managed and created original ~200 Facebook and Instagram posts for 24 brands a month
- Responsible for creating email marketing templates for 24 clients a month
- Responsible for creating Google My Business posts for 24 clients a month
- Created content calendar schedule for 24 clients a month

LUXURY TEAM

March 2020 – June 2020

- Link Building Strategist Consultant
- Strategized link building campaign for local South Florida real estate agency
- Gained 24+ points on their backlink profile in 1-month span
- Created email templates for prospective opportunities
- Prospected link opportunities found on the web
- Responsible for negotiating prices to post on websites
- Provide ongoing backlink profile analysis for client

PIPERWAI NATURAL DEODORANT

May 2019 – September 2019


- Content Consultant
- Created original content for Instagram stories, Pinterest pins, and LinkedIn
- Curated a content schedule each week for original content for all three platforms
- Acquired a list of influencers and potential partnership opportunities through social media interaction
- Informed and educated customers on products and various questions pertaining to the product line.
- Resolved customer service issues that rose publically or privately through all social media channels.
- Consulted with the CEO & Founder, the Marketing Manager, and Social Media Manager for content distribution.
- Expanded engagement and outreach through Instagram, Facebook, and LinkedIn


JOMAR STORES


November 2018 – April 2019


- Social Media Manager and Public Relations Manager Consultant
- Initiated as the first Social Media Manager of Jomar Stores and oversaw new marketing initiatives (eCommerce events)
- Launched process of social media re-positioning
- Advertised 10 Promotional events that generated \$300,000 revenue (average ticket price \$30)
- Curated and maintained 3,000 items of clothing in eCommerce store and generated \$100,000 in revenue
- Negotiated with customers and updated eCommerce store(s) with listings.
- Created a 100% increase in sales over 6 month period
- Created brand voice, tone, and copywriting for Jomar's social media branding
- Maintained over 1,000 page views on Instagram
- Responsible for public relations to local designers and local shops
- Secured a vendor spot at the Philadelphia Fashion Show
- Create flyers for promotions every week and extra seasonal sales - both online and in-stores
- Update Google My Business listings with promotions, events, digital outreach, and reply to reviews
- Maintained over 1000+ profile views and managed Instagram account
- Gained 800+ followers organically in three month span

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SKILLS SUMMARY

●●●● Product Positioning

●●●● SEO Analytics

●●●● Marketing Strategy

●●●● Cross-Functional Team Leadership

●●●● Reporting & Analysis

●●●● Process Improvement