

Martha Bellomy

MARTHABELLOMY.COM

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PROFESSIONAL EXPERIENCE

Jamba Juice Co; Digital Marketing Manager – Sept 2018 – Dec 2018

Independent Contractor providing digital marketing services which includes the management and execution of all digital touchpoints.

Key Tasks:

- Managing the work flow of all digital marketing assets for website, social media and email marketing.
- Directing third party digital marketing and communication vendor partners to include advertising, social media, public relations and email marketing in the production of digital advertising assets.
- Utilizing strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Evaluating and overseeing the implementation of A/B testing protocols and procedures.
- Managing online brand and product campaigns to raise brand awareness.
- Providing weekly results and updates of digital campaign to all department heads of company.