

# DIRECTOR OF MARKETING

Laura Foy

## CONTACT

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## PROFILE

Marketing professional with 15+ years of experience generating revenue and market share; leading a portfolio of digital projects to facilitate significant and sustainable business growth; delivering an optimized customer experience across multiple touchpoints; and shaping cohesive go-to-market strategies and demand generation initiatives that exceed established KPI goals.

## EDUCATION

B.S. MARKETING  
*New York University, New York, NY*

GLOBAL MARKETING  
CERTIFICATION  
*University of New South Wales  
Sydney, Australia*

## KEY SKILLS

Brand Voice / Identity Creation

Marketing Analytics

Strategy Formulation & Execution

Storytelling & Content Creation

Performance / Growth Marketing

Strategic Planning

Data Driven / Analytical Thinker

## AWARDS

5 Time TELLY AWARD Winner  
Excellence in Marketing

MARKETER OF THE YEAR  
*Windows Brand Studio  
Microsoft*

## CERTIFICATIONS

Google AdWords Certification  
*2017, 2018, 2019, 2020,  
2021, 2022, 2023*

Google Analytics Certification  
*2017, 2018, 2019, 2020, 2021,  
2022, 2023*

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF DIGITAL MARKETING

*Homebridge Financial Services – Remote: March 2021- Present*

- Responsible for the strategic direction and development of Homebridge's digital marketing capabilities and digital transformation efforts.
- Design and execute digital marketing strategies and programs that are in alignment with global campaigns and brand strategy - including but not limited to paid search, paid social, programmatic display ads, affiliate marketing, website development, localization, data-driven analytics & decision making.
- Implement go-to-market strategies for new financial products by employing owned and paid media channels, innovative data science and modeling approaches, and award-winning content strategies to achieve brand awareness and KPI goals.
- Define target customers and develop personalized content to articulate unique product value propositions.

### DIRECTOR OF MARKETING

*HipCat Society – Remote: May 2020 – March 2021*

- Led marketing department in building and implementing ad funnels, sales funnels and demand generation funnels.
- Built sophisticated digital marketing campaigns that fully integrated with social media, marketing automation and lead acquisition strategy.
- Responsible for brand identity, voice and content strategy as well as target persona research & development.
- Responsible for creating new brand identity & graphics standards with compelling messaging and positioning.
- Led affiliate marketing program.
- Oversaw all marketing communications within owned media, leveraging new capabilities and user experiences, real-time APIs, and spend-based content targeting plans to drive engagement and product awareness.
- Created original content for webinars, e-books and strategy guides for use as lead magnets.

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## PROFESSIONAL EXPERIENCE

### CAREER HIGHLIGHTS

Owned the content strategy for Microsoft's Channel 9 Platform and created original marketing campaigns that **increased overall traffic by 60 percent.**

**Grew audience by more than 20%** annually for Microsoft's Developer web properties.

Managed the overall digital content strategy for Windows 10 globally, including concept ideation, design, development, deployment and analytics. **Drove strategy and production of visual assets for events, web, social and retail from creative brief through execution and distribution.**

Developed and implemented go-to-market strategies for a range of financial solutions across digital marketing, paid media, and email marketing channels. **Delivered 49% above revenue plan in 2021 leading to a 20% increase in customer engagement YoY.**

### BUSINESS OWNER / DIRECTOR OF MARKETING

*Painting with a Twist – Colorado Springs, CO / 2016 - Present*

- Planned & executed multi-channel digital demand campaigns with a focus on social networks and email marketing.
- Manage social media planning & marketing calendar for execution of company strategies and community management.
- Implement marketing and promotion tactics that led to 65% growth in total social media shares and 34% increase in website traffic from social media posts.
- Optimization of PPC & Paid Search campaigns based on Google Analytics.
- Increased lead generation by 20% YoY through branding, web design, inbound & outbound campaigns.

### SENIOR MARKETING MANAGER

*Microsoft Corp – Redmond WA / 2006 - 2016*

- Partnered with multiple stakeholders cross organizationally to develop and implement digital strategies.
- Scheduled, deployed & audited Paid Digital Media Campaigns.
- Partnered with the UX team to develop strategies and messaging as well as digital personas and digital assets.
- Maintained strong brand presence across owned, earned and paid channels.
- Developed online marketing campaigns for B2B software, technology, SaaS and lead generation.
- Optimization of digital campaigns based on data analysis.
- Identified key points in the customer journey and sales funnel to create conversion points.
- Managed localization process with international partners.

## WHAT MAKES ME STAND OUT?

- Ability to assess business realities and objectives, plan efforts accordingly, and mobilize resources to efficiently and effectively achieve success quickly and thoroughly.
- Exceptional written and verbal communication skills, both for internal collaboration purposes, as well as to convincingly persuade and motivate customers.
- Master at working cross-functionally and partnering across the organization at all levels to continuously improve marketing performance.
- Aptitude for quickly solving problems and overcoming challenges using smart solutions that seek to turn negatives into positives and shrewdly improve upon the status quo.
- Prowess for thinking creatively (inside of the box, outside of the box, on top of the box – wherever) to drive digital marketing efforts and move the needle.
- An inherently competitive spirit with a determined desire to win.