

Michelle Licudine

Online Marketing // Audience Insights // M.B.A.



@MLicudine



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LinkedIn.com/in/michellelicudine

AT A GLANCE

- **16 years** Marketing and Sales Experience
- **12 years** Digital Marketing including:
 - Web Analytics & Audience Insights
 - SEO & SEM
 - E-mail & Permission Marketing
 - Social Media & Mobile
- **7 Years** in a Supervisory Role
- Experience Managing Agencies and Vendors
- Traditional and Digital Media Background in News, Sports, Entertainment, Moms, Travel, Advertorial, and Business-To-Business Marketing
- Engaging Presenter and Speaker

EDUCATION

Masters in Business Administration, University of Florida, December 2006.
Bachelor of Science in Advertising, University of Florida, 1995; Minor in Spanish.

EXPERIENCE

2000 – PRESENT: PALM BEACH NEWSPAPERS, INC., WEST PALM BEACH, FL

THE PALM BEACH POST, PALM BEACH DAILY NEWS, FLORIDA PENNSAVER, LA PALMA; PALMBEACHPOST.COM FAMILY OF WEBSITES

Digital Audience Editor (Current)

- Title change after transition from Marketing department to the Newsroom, working even more closely with Breaking News and web content editors to provide hourly, daily and weekly insights.
- Explore new analytics tools, such as Chartbeat, Newsbeat and Visual Revenue, to assist with homepage optimization for PalmBeachPost.com and pbpulse.com.
- Attend daily news meetings to provide newspaper editors with web insights and current trends.
- Continue managing Google AdWords to promote dining, events, movies, local breaking news, hurricane coverage and mobile apps; annual budget of approximately \$500,000.
- Develop blog, article and email content ideas based on search and audience insights from Omniture, HitWise, Google and other sources. Led charge to launch new FEAST Palm Beach dining blog on pbpulse.com to create organically competitive local restaurants content.
- Serve as SME for SEO, email and online contests.

Digital Audience Director, 2008 to 2011

- Led traffic measurement and audience building strategies and played a significant role in product development for PalmBeachPost.com, pbpulse.com, PBGametime.com, Page2Live.com, FloridaHome.PalmBeachPost.com and CharmPost.com.
- Provided daily, weekly and monthly analytics reports and audience insights to top executives, editors, web teams and advertising reps with data from multiple sources, including Omniture, Verve, comScore, Nielsen and Hitwise.
- Conducted basic analytics and metrics training to other departments. Oversaw appropriate interpretation and use of online analytics by sales and content teams.
- Served as SME for SEO best practices, focusing on on-page optimization and content development.
- Shared responsibility for social media presence on Facebook and Twitter; more than 40 pages/accounts combined.
- Managed Digital Marketing budgets of \$500,000 to \$800,000 annually. In 2010, brought Google AdWords campaigns in-house to improve ROI on reduced media budget.
- Collaborated with content and advertising teams on mobile strategies such as iPhone-optimized web sites, text alerts, text-to-win promotions and iPhone / iPad apps.
- Directed launch marketing campaigns for pbpulse.com, including main stage sponsorship and booth activities at SunFest music festival; search marketing; print advertising; SEO; and re-branding of e-mail newsletter. Increased e-mail subscribers by 34% with contests, promotion and easier sign-up process.
- Directed launch marketing for PBGametime.com, including first-ever School Spirit Video Contest. Garnered nearly 100,000 page views through video submissions, views and comments.
- Supervised one direct report and multiple shared resources.
- Managed ESP and interactive agency, ensuring performance and billing according to service level agreements.

Internet Marketing Manager, 2003 to 2008

- Performed web analysis using WebTrends, SageMetrics, Omniture SiteCatalyst and comScore.
- Provided creative direction for multimedia campaigns promoting websites for jobs, autos, real estate, news, entertainment and high school sports, as well as e-mail newsletters and mobile services.
- Managed SEM and Internet Media budgets of \$500,000 to \$800,000 annually.

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- Oversaw The Post's marketing of HotJobs in accordance with Yahoo! Newspaper Consortium partnership terms.
- Trained editorial and advertising content producers on basic SEO tactics to achieve better organic rankings.
- Created online sweepstakes (minimum of 10 per year) to launch new sites and build email databases.
- Supervised vendors, ensuring performance and billing according to service level agreements.
- Managed a full-time coordinator to generate traffic reports and administer online sweepstakes.
- Served on a 16-person company task force that analyzed competitive threats and recommended action plans for newspaper sales and circulation, advertising, editorial, new media, market expansion and capital investments.

Internet Marketing Coordinator, 2000-2003

- Created detailed monthly traffic reports for all PBNI web sites using multiple sources.
- Launched PalmBeachPost.com Daily Update and Weekly Career Advisor e-mail newsletter programs.
- Designed HTML and text e-mail templates. Trained web producers to create and deploy newsletters.
- Coordinated the company's first foray into SEM with a \$30,000 annual budget.
- Became SME for online sweepstakes and e-mail best practices and legal guidelines.

1998 – 2000: COX PUBLISHING SOLUTIONS (F/K/A THE MARKETEEER), ATLANTA, GA

CUSTOM PUBLISHER OF ADVERTORIAL MAGAZINES

Marketing Manager, 1999-2000

- Oversaw design and launch of the firm's web site, including RFPs, vendor selection, vendor and budget management.
- Used sales summits and e-mail newsletters to train sales representatives at 20 partner radio and TV stations.
- Wrote and designed quarterly four-page newsletter for approximately 300 partner sales managers and reps.

Marketing Coordinator, 1998-1999

- Managed ad agency relationship for the development of sales materials and ads for trade publications.
- Generated sales leads through direct mail and print advertising targeted to radio, television and cable prospects.
- Implemented trade show marketing program and organized two to three media industry exhibitions per year.

1995 – 1998: FIND•IT 511 - INFOVENTURES OF ATLANTA, ATLANTA, GA

YELLOW PAGES, MOVIE LISTINGS & LOCAL INFORMATION VIA THE PHONE NUMBER 511

- Advanced from **Sales Assistant** to **Account Executive**; then served as **Marketing Specialist**.
- Wrote sales proposals for Atlanta Journal-Constitution advertisers and managed weekly value-added print promotion.
- Sold advertising listings in the operator-assisted YELLOW•PAGES•NOW product. Earned Salesperson of the Quarter in period immediately preceding 1996 Summer Games.
- Coordinated newspaper marketing with ad agency. Designed promotional business cards and flyers.

WEB METRICS & TOOLS

Omniture, Hitwise, comScore. Email: Epsilon DREAM, ExactTarget. Familiarity with Behavioral Targeting. Photoshop, HTML, CSS, WordPress. Previous: SageMetrics, WebTrends, DoubleClick.

SOFTWARE

Microsoft Word, Excel, Power Point; Google Docs; Photoshop. Proficient on Mac or Windows. Understanding of relational databases and information architecture. Previous: FileMaker Pro.

ORGANIZATIONS & AWARDS

- Marketing Co-Chair, South Florida Interactive Marketing Association (Current)
- Newspaper Association of America 2008 Media Innovation Awards: Award of Merit for "Live at SunFest Mobile Pix Promotion"
- NAA's Presstime Magazine 2008 Innovative Operations Awards: Winner, Digital Media Technology for developing On-Demand Mobile Hurricane Alert System (team award)
- 2003 Local Silver Addy: PalmBeachPost.com Daily Email Alert
- 2003 Local Silver Addy: Yahoo! Banner Ad Campaign for PalmBeachPost.com Real Estate

LANGUAGES & OTHER

Spanish, conversational French and Italian. Previous work includes freelance web design, entertainment blogging, voice-over talent, graphic design and market research interviews.