



## CONTACT

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## SKILLS

- HubSpot Certified
- Lead Generation
- Marketing Automation
- KPI Dashboards & Reports
- Graphic & Web Design
- Targeted Marketing

## EDUCATION

### University of Florida

M.A. of Web Design and  
Online Communication

### University of Michigan

B.F.A. of Graphic Design

# LIBBY RAGGETT

## END-TO-END MARKETING CAMPAIGN MANAGEMENT

*Creative and data-driven initiatives  
proven to engage and convert.*

## EXPERIENCE

### MARKETING DIRECTOR / SE Healthcare

- Spearheaded full-scale company re-branding strategy and executed CRM implementation.
- Setup automation for lead nurturing, segmentation, and assignment.
- Developed comprehensive performance dashboards to offer holistic insights into marketing efforts.

### CAMPAIGN OPS MANAGER / Sopheon

- Owned all multi-channel, integrated campaigns, from strategy to execution growing the database by 33.8%.
- Oversaw CRM data integrity while implementing data-driven customer segmentation, and automated campaigns to drive conversions.

### MARKETING MANAGER / Argent

- Digitized and automated the printing workflow.
- Permeated two new verticals producing a 33.97% boost in revenue.

### EMAIL MARKETING MANAGER / CharityUSA

- Designed, coded, and analyzed metrics of up to ten daily email campaigns.
- Developed detailed customer personas to enhance targeted marketing strategies.