



CONTACT

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☎ 734.395.7348

📍 Ann Arbor, MI

🌐 AnnArborDesign.com

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

FREELANCE / SE Healthcare

- Spearheaded full-scale company re-branding strategy and executed CRM implementation.
- Set up 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.