

Marketing Manager / Sr. Graphic Designer

Anthony Inniss | anthonyinnissprogress@gmail.com | (214) 708-5588

QUALIFICATIONS SUMMARY

- Well, rounded professional offers solid experience in designing, marketing, and managing campaigns.
- Senior Creative with that possesses keen ability to construct plans of action, process maps, and revenue/value streams.
- Accountable and deadline-oriented self-starter who embraces new ideas.
- Lean Six Sigma trained leader with advanced knowledge of all aspects of project management and the project lifecycle.

Core Strengths: Project Management | New Hire Training | Quality Control | Strategic Planning | Strategic Marketing | Creative Planning | Graphic Design | Email Deployment | Reporting

EXPERIENCE

PFS WEB - LIVEAREA | ALLEN, TX

EMAIL MARKETING & STRATEGIC MANAGER MAY 2018 – Present 2018

- Perform high-level digital audits for NEW clients Web, email and digital platforms, Made recommendation based on best practices and CRM needs.
- Manage a team of nine, eight in the US and one in the UK. Five analysts and four developers
- Coordinate Project with the India development team made sure the timelines were met, and the assets and deliverable were as expected.
- Contoured hours for the team, to assure hour were being utilized effectively. Making sure there was a balance across the teams' workload.
- Responsible for client relationships across the department, Top clients: Kenneth Cole, Dooney & Bourke, Maggiano's, U.S. Mint, Elizabeth Ardon, Laura Mercier, Total Wine, Pandora...and more
- Used Salesforce Marketing Cloud to help deploy Emails, upload lists, and data extension and run reports.
- Creating presentations for NEW clients and existing to prepare for onboarding also strategic roadmaps for future goals based on the Data provided

SALLY BEAUTY HOLDINGS | DENTON, TX

CRM MARKETING SPECIALIST NOVEMBER 2016 – APRIL 2018

- Working with salesforce and marketing cloud to drive campaign initiatives while making key decisions for Email/Digital/Direct Mail content, promotions, co-ops and coupon requests.
- Ensures Ensured details of projects are were recorded and all deadlines are met,
- Responsible for end- to- end decisions making for email execution, including strategic direction, message content, and target audience selection.

- Oversaw the performance outcome of the email and direct mail campaigns which are being significant elements within the CosmoProf marketing mix and key drivers of company sales performance.
- Collaborated very closely with analytics to pinpoint key areas of growth and sales to maximize direct and personalized campaigns.
- Lead and organized key meetings across departments which help to discover and promote innovation without the company guidelines.

SALLY BEAUTY HOLDINGS | DENTON, TX

SENIOR DESIGNER – MARKETING & ADVERTISING OCTOBER 2006 – APRIL 2018

- Managed and coordinated a combination of store promotions, executive promotions and special projects.
- Implemented strategic policies, procedures and new ideas to ensure high-quality marketing collateral.
- Designed, produced and coordinated marketing materials and monthly shopping guides, which gross over 40% of the company revenue; worked with a team of Graphic Artists, Designer, Merchandising Directors and Vice Presidents.
- Planned and conceptualized marketing strategies and promotional collateral for regular and seasonal sale promotions.
- Hosted project meetings and interacted with internal and external Coordinators, Directors and Vice Presidents.
- Led and scheduled the prep, print delivery, promotional selection and version layout of promotions for customers in the United States and Canada.
- Managed multi-tier coupon promos and sale sheets and set up variable data. ; worked with the VP of Marketing to ensure consistent brand placement and theme alignment across all platforms.
- Supervised and produced at-risk monthly mailings, direct mailings, e-blasts, and sale sheets, improving company revenue by more than 30%.

CANCER INFORMATION GROUP | DALLAS, TX

GRAPHIC DESIGNER MARCH 2005 – SEPTEMBER 2006

- Supervised the production and layout of seven cancer medical journals, including promotional pieces, advertisements, building charts, tables and graphs to reflect medical data.

EDUCATION | CERTIFICATION

- Associate of Applied Science in Multimedia & Graphic Design, Westwood Technical College
- Lean Six Sigma Trained
- New Hire Training
- Project Management Certification (In Process)

TECHNICAL SKILLS

Salesforce | Marketing Cloud | Adobe CC InDesign | Photoshop, | Illustrator | Dreamweaver | MS Office

SKILLS & EDUCATION

Project Management Skills: Lean Six Sigma Trained (Not Certified), Project Management Certification (In Process), Project Coordination, New Hire Training, Quality Control, Strategic Planning

Software Skills: Salesforce Marketing Cloud, Financial Force, Adobe CC InDesign, Photoshop, Illustrator & Dreamweaver; MS Office

Education: Associate of Applied Science in Multimedia & Graphic Design, Westwood Technical College