

ELIZABETH REES

Phone: +49 151 506 36 446 | Email: lizzirees@gmail.com | Skype: lizzirees | Website: www.elizabethrees.com

PERSONAL DATA

Date of Birth: 16.12.1982
Gender: Female
Nationality: American
Marital Status: Single



CURRENT EMPLOYMENT

August 2021 - Present

DHL Supply Chain – Bonn, Germany | Senior Marketing Manager, EMEA

- End-to-end digital campaign management across 23 countries in the EMEA region including conception, activation, reporting and optimization.
- Social media management via LinkedIn, Meta, and advocacy platform, Oktopost.
- Provide local marketing leads omni-channel support including social media, display, email, website, and paid search.
- Educate stakeholders and colleagues across the regional Sales & Marketing community where digital marketing activities are being influenced throughout the customer journey in Salesforce.
- Lead management support for marketing qualified leads across the EMEA region.

EXPERIENCE

March 2018 – July 2021

MediaCom – Düsseldorf, Germany | Senior Digital Marketing Specialist, International

- Consult search & digital performance strategy to global clients.
- Clients include Continental Tires, IKEA, P&G, Siemens, and Nikon.
- Run digital performance analyses and produce global, strategic recommendations for websites and omni-channel marketing.
- Create best practice playbooks for SEA, SEO, content management, website analytics, e-commerce, and social media.
- Train media consultants in Google Ads, Google Analytics, website performance, and social media management.
- Manage ad operations for e-commerce, paid search (SEA), and social media campaigns.
- Participate in new business pitches.

July 2016 – February 2018

Alertus Technologies - Washington, DC | Digital Marketing Specialist

- Produced, managed, and edited all front-end digital content for B2B-company specializing in mass notification technologies.
- Managed all content for the company's website, powered by Squarespace.
- Produced social media content for channels including Facebook, LinkedIn, Twitter, and YouTube.
- Administered email-marketing campaigns through CRM, Pardot.
- Analyzed SEO, SEA and social media analytics through Google Analytics & AdWords.

February 2017 – February 2018

MedStar Health - Washington, DC | Digital Marketing Consultant (Freelance)

- Managed HTML landing page content and creative for search engine and social media marketing campaigns via WordPress.
- Edited creative assets on Adobe Photoshop as needed.

June 2015 - September 2016

IMI Agency - Washington, DC | Marketing Project Manager

- Managed all marketing projects for Hilton Worldwide's Food & Beverage Department, Flavors of Hilton, including internal educational programs, digital applications, consumer promotions, and events.
- Administered and managed all web content for departmental intranet, powered by Igloo Software.
- Executed all email campaigns through Constant Contact, particularly the monthly newsletter, *Coast to Coaster* and regularly departmental communications.

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- Provided administrative and strategy support for IMI account team members, partnering agencies, and F&B executives at Hilton Worldwide, Americas as needed.

June - September 2015

Oracle Hospitality – Washington, DC | Digital Marketing Analyst (Contractor)

- Created, reported analytical SEO and SEA performance reports from Google Analytics, Bing, and Omniture for the Hyatt and Four Seasons hotel accounts.
- Balanced monthly marketing budget for participating Hyatt properties.
- Created, managed display marketing campaigns through Google AdWords for Hyatt and Four Seasons hotel accounts.

January - May 2015

Hilton Worldwide – Washington, DC | Digital Marketing Coordinator (Contractor)

- Supported the Sponsorship & Partnerships team with all marketing initiatives surrounding Hilton @Play, an e-commerce, online point-purchasing website for Hilton Honors members in partnership with Live Nation.
- Created content and managed all assets related to the e-commerce site on Open Canvas, an e-commerce CMS.
- Ensured timely execution of all auctions, procurement and delivery of assets including full compliance with terms and conditions within the Hilton @Play website.

August 2014 - January 2015

Editorial Projects in Education – Washington, DC | Marketing Coordinator (Contractor)

- Responsible for all marketing and coordination of *Education Week's* Leadership Dinner Series. *Education Week* is a weekly, national publication for K-12 educators and leaders.
- Conducted targeted marketing campaigns to secure high attendance of the Leadership Dinner Series. Dinner participants include district and senior-level educators and administrators, education technology executives, and publishers of *Education Week*.

May - September 2014

Rosetta Stone – Washington, DC | Online Marketing Specialist (Contractor)

- Supported the Enterprise & Education team with execution and management of Rosetta Stone's website redesign project for global markets.
- Implemented all content, marketing copy into proprietary CMS, Liferay. Languages include German, French, Spanish, Portuguese, Japanese, and Korean.
- Localized web content from English to German.

November 2010 - September 2013

Think Food Group - Washington, DC | Manager

June 2007 - November 2010

Jean-Georges Vongerichten Restaurants

- Culinary Concepts by Jean-Georges – Atlanta, GA | Events Coordinator, Office Manager
- Jean-Georges Management – New York, NY | Reservationist, Hostess

November 2005 - June 2007

MAN Capital Corporation (MAN AG) – New York, NY | Executive Assistant

CERTIFICATIONS

May 2022

Account Based Marketing Strategy Fundamentals Certification
Terminus

January 2020

Amazon Sponsored Ads Certification
Amazon Advertising

July 2018

Google Ads Fundamentals Certification
Google Academy for Ads

April 2016

Google Analytics IQ Certification
Google Analytics Academy

April 2011

Intermediate Certification in Wine & Spirits
Wine & Spirit Education Trust (WSET®)

December 2006

Goethe-Institute Zertifikat Deutsch B1
Goethe-Institute. V

EDUCATION

August 2001 - May 2005

Bachelor of Arts, Double Major | International Studies and Dance (3.24 out of 4 being highest)
Concentration | German
Randolph-Macon Woman's College – Lynchburg, VA

September 2003 - July 2004

International Exchange Program | International Politics and German

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University of Kassel - Kassel, HE, Germany

August 1997 – May 2001

High School Diploma (3.9 out of 4 being highest)
Harrison High School – Kennesaw, GA

SKILLS

Technical Languages

Cascading Style Sheets (CSS)
Hypertext Markup Language (HTML)
JavaScript (JS)

Software

Adobe Creative Suite (Photoshop, InDesign)
Microsoft Excel, Word, PowerPoint, Outlook

Web-Based

Search (SEA & SEO): Google Ads, Google Analytics, Bing, Omniture, Screaming Frog, Amazon Marketing Services
Social Media: Facebook, LinkedIn, Twitter, Instagram, YouTube, Hootsuite, Oktopost
Display: Terminus
Analytics: Pathfactory
Lead Generation & Email: Pardot, Constant Contact
Content Management System (CMS): WordPress, Squarespace, Liferay, Igloo, Open Canvas
Customer Relationship Management (CRM): Salesforce
Project Management: Workfront, Asana, Trello
User Experience (UX): Balsamiq, Wireframe.cc

Foreign Languages

English (native)
German (fluent – read, write, speak)

INTERESTS

Red Cross Donor and Volunteer
German-American Chamber of Commerce Young Executive Member
German-American Meetup in Washington, DC
Internet Marketing Association (IMA)
Swimming, Yoga, Running, Biking, Traveling, Cooking, Reading, Knitting

Bonn, Germany, February 1, 2023

Elizabeth Rees