



SHERI COSGROVE

Strategic Marketing Professional

CONTACT

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4027 Spruce Road
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EDUCATION

University of Wisconsin-Superior
B.S. Business Administration/Marketing

TECHNOLOGY

- Microsoft Office/365
- Adobe Creative Cloud
- PHP / HTML / XML / CSS / jQuery / JSON
- CMS Systems / WordPress / SQL / ASP
- Google: Search Console, API integration, Analytics, AdWords
- Customer Relationship Management (CRM) Systems

EXPERTISE

- Web Development: UX/UI Design, Programming, Support
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Research & Content Development
- Brand Development & Marketing
- Marketing Campaign Creation, Coordination & Execution
- B2C & B2B Marketing
- Strategic Planning & Project Management
- Agile Marketing Methods
- Digital Analytics Strategy

PROFILE

Strategic marketing professional with 20+ years of experience creating and executing successful marketing plans across digital and traditional platforms. Meticulous attention to detail, a comprehensive understanding of marketing concepts and technical knowledge to effectively manage multiple projects and carry out marketing strategies from concept to implementation. An agile leader with excellent communication skills who is able to coordinate marketing efforts with internal team members and external vendors to meet deadlines and deliver results.

WORK EXPERIENCE

Director of Marketing

VISIT DULUTH (2014 - Present)

- Develop marketing strategy, brand assets and brand management standards
- Establish KPIs to measure campaign performance
- Lead cross-functional teams to maximize efficiency and increase audience engagement
- Design, develop and maintain online presence
Multiple websites, content development, mobile applications, hosting and security, database management, domain name and DNS management, privacy and accessibility compliance
- Design and manage the production of all digital and traditional marketing materials
Digital ads, social media, email, outdoor, print, presentation, exhibit
- Manage SEM/SEO for online presence
Systematic review of analytics, positioning strategy adjustments, strategic copywriting
- Serve as liaison for agencies and marketing vendor relationships
Identify potential partners, compose RFPs, review proposals and negotiate contracts

Owner

COSGROVE CREATIVE, LLC (2007 - Present)

- Comprehensive brand development and enhancement for diverse client base
- Business management and planning
- Budget and financial planning
- Staff management including hiring, training, service outsourcing, relationship building with vendors and contractors
- Creative development of marketing materials
Website development, content creation, mobile development, online applications, CMS, eCommerce, email marketing, digital campaign development, print marketing, brand identity, traditional media

Director of Web Development

MURPHY MCGINNIS INTERACTIVE (2000 - 2007)

- Manage staff of web developers and oversee activities of programming department
- Schedule and manage all web development and maintenance projects
- Actively participate in web development for top-level projects including site design and programming, marketing strategy and maintenance
- Manage client interaction and budgets
Compose proposals, manage schedules, conduct meetings, present completed projects for review

Web Developer

MURPHY MCGINNIS INTERACTIVE (1999 - 2000)

- Create graphical layouts for web site development projects
- Code and maintain web sites
- Convert graphical layouts provided by outside agencies into functioning web sites
- Develop visual identity for clients (logos, branding imagery, print media)



VIEW MY PORTFOLIO

<https://portfolio.cosgrovecreative.com>