

Geoffrey Campbell

geoff@geoffbcampbell.com
Boston, MA

Experience

Harvard Business School (Boston, MA) 5/2019-Present

Email Marketing Manager 4/2021—Present

- Develop, implement, and optimize enrollment marketing campaigns to grow applicant pool and improve conversion to enrollment to meet or exceed enrollment and revenue goals for Harvard Business School Online
- Manage HubSpot Enterprise marketing operations including campaign creation and execution, target selection, list segmentation, email creation, workflow development, reporting, and performance optimization
- Partner with data management and product management teams to track KPIs, develop reports, and make data-informed recommendations
- Collaborate on scaling and efficiency initiatives including improving the Salesforce to HubSpot integration as technical administrator for HubSpot Marketing Hub Enterprise

Marketing Automation Coordinator 5/2019—4/2021

- Created marketing emails and landing pages in Hubspot
- Performed email testing on new campaigns and ensured quality across devices and browsers
- Coordinated with internal stakeholders and partners on project requirements, delivery of assets, and production timelines.
- Analyzed email performance metrics and recommended adjustments to optimize cadence and performance
- Acted as marketing platform expert and provided HubSpot support and training to internal staff and external partners
- Provided guidance to stakeholders on available marketing automation functionality and consulted with Hubspot on new product features
- Troubleshoot and resolved any issues that arise relating to email creation, deployment and delivery

OHO Interactive (Remote) 8/2018—5/2019

Google Analytics Consultant

- Provided web analytics, customized tracking, and cross-platform reporting services for higher education clients
- Optimized Google Analytics and Google Tag Manager configurations
- Created and edited live data visualizations using Google Data Studio

Education

**S.I. Newhouse
School of Public
Communications at
Syracuse University**

Master of Science
Public Relations
2013

**Mount Allison
University**

Bachelor of Arts,
with Honors
International Relations
2012

Skills and Training

- Google Analytics 4 Reporting & Analysis (KS Digital Academy)
- Google Analytics 4 Advanced Features & Setup (KS Digital Academy)
- Link Your Salesforce Data using Marketing Cloud Connect (Salesforce Trailhead Academy)
- Advanced Google Tag Manager (CXL)
- Conversion Rate Optimization (Optimizely)

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Illinois Institute of Technology (Chicago, IL) 8/2017—8/2018

Asst. Dir. of Enrollment Marketing Analytics and Strategies

- Developed, implemented, and managed a marketing and communication plan for the recruitment and enrollment of undergraduate students
- Served as the liaison between undergraduate admission and campus departments to source/create/edit content for marketing materials
- Managed digital partnerships to attract and convert web visitors

American University (Washington, DC) 6/2016—8/2017

Assistant Director, Communications & Marketing 1/2017—8/2017

- Reported to the Dean of the School of Professional & Extended Studies as acting director of the School's marketing department (7/2016—8/2017)
- Directed digital enrollment marketing strategy (paid advertising, email, social media, and web content) for a dozen graduate and executive education programs
- Hired and managed full- and part-time staff members

Web Content & Marketing Coordinator 6/2016—12/2016

- Managed website content for the School of Professional & Extended Studies
- Surpassed budgeted enrollment goals for the executive coaching program by 67% by effectively managing Google Ads
- Coordinated with directors to promote program enrollment on paid advertising, web, and social media

Friends' Central School (Wynnewood, PA) 8/2014—6/2016

Digital & Social Media Specialist

- Planned and executed multi-channel digital marketing and advertising efforts including email, search, display, social, and content marketing
- Managed the institutional website and web presence including the creation of written, photographic, and video content for multiple platforms

Hebron Academy (Hebron, ME) 8/2013—8/2014

Digital Communications Coordinator

- Managed institutional social media accounts
- Created, managed, and wrote for a news website for the school
- Created video content for the admissions and advancement offices

Certifications

- Google Analytics Individual Qualification
- Google Ads - Measurement Certification
- CXL Institute Certified Digital Analyst
- Certified Tableau Desktop Specialist
- Salesforce Certified Marketing Cloud Administrator
- Salesforce Trailhead (Ranger Rank)

Publications

CASE (Council for Advancement and Support of Education) *Currents*

How website analytics and inbound marketing helped Friends' Central School improve customer experience, streamline staff workflow, and achieve enrollment marketing goals