

Geoffrey Campbell

geoff@GeoffBCampbell.com

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Boston, MA

Experience

Freelance (Remote) 8/2018—Present

Digital Analytics Consultant

- Implement and customize Google Analytics (Universal and GA4)
- Deploy and configure Google Analytics via Google Tag Manager
- Provide consultation on use of analytics dashboards & reporting

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
- Manage HBS Online's migration to GA4 including capturing business requirements through a measurement plan, creating the solution design reference, and implementing GA4 through Google Tag Manager

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.
- Acted as marketing platform expert and provided HubSpot support and training to internal staff and external partners

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

Google Analytics Consultant

- Provided web analytics tracking implementation and reporting services
- Optimized Google Analytics and Google Tag Manager configurations
- Created and edited live data visualizations using Google Data Studio

Education

Syracuse University

Master of Science

Public Relations

2013

Mount Allison University

Bachelor of Arts,

with Honors

International Relations

2012

Skills

- Google Analytics (Universal and GA4)
- Google Tag Manager
- HTML, CSS, Javascript

Certifications

- CXL Certified Digital Analyst
- Google Analytics Individual Qualification
- Google Ads - Measurement Certification
- Optimizely X Web Foundations
- Certified Tableau Desktop Specialist

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Experience

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

Training

Bounteous

- Advanced Google Analytics
- Google Tag Manager 201
- Advanced Google AdWords

CXL

- Landing Page Optimization
- Google Data Studio
- BigQuery

KS Digital Academy

GA4: Reporting & Analysis; Advanced Features & Set Up; Technical Implementation Deep-Dive

Publications

Currents Magazine

Jan/Feb 2016

[*How website analytics and inbound marketing helped Friends' Central School improve customer experience, streamline staff workflow, and achieve enrollment marketing goals*](#)