

Jeffrey Mahoney

Marketing Automation & Digital Content Maestro

A hero's journey. Radio broke my heart by not being what I thought it was and pushed me into a hypothetical vat of radioactive chemicals. However, through those trials and tribulations a new brand of digital marketing superhero emerged, Mahoney The Marketing Maestro! When the stakes are high and your reputation is at stake I'll be there! Able to leap into new software and content management systems in a single bound! Able to create engaging email marketing, optimize marketing automation platforms and generate social media content faster than a speeding bullet! Intense heat blasts of laser like focus expel from my eyes forming the most meticulous organizational structure you have ever seen! Successfully tackling mountains of projects, an ever-shifting environment and last minute problems with superhuman efficiency. When the villain of chaos rears its ugly head I'll be there to save the day, rescue our team and show what a real marketing professional is made of!

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📍 Milwaukee, Wisconsin

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ACCOMPLISHMENTS (ROI)

- Leapt into action for 414digital creating a champion of an email newsletter, within Mailchimp, that successfully promoted our new virtual event which had a fantastically increased open rate of 31.5%.
- Utilized my super organizational powers to create an epic excel spreadsheet framework that helped manage over 50 contests, marketing projects and promotional campaigns each month. This marketing gadget made it possible to overcome any issues or last minute changes with super human accuracy.
- Harnessed my heroic technological savvy to manage 9 social media pages promoting content for three top radio stations. I fueled active engagement and passionate interaction which rocketed the KISS Facebook page to over 133,000 likes.
- Brainstormed and shot into the cosmos a minimum of three email marketing newsletters a week successfully charging them with exciting and energized content. Therefore saving the day by more than doubling the open rates from 7% to 15%.

TESTIMONIAL

"Jeffrey will be an asset to you in whatever capacity you choose to employ him. He is trustworthy, reliable and diligent in any task assigned to him. His thoroughness, attention to detail and determination to complete tasks in a timely fashion place him in the highest percentile of all those that I had the pleasure to work with. As a broadcast entity that had recently undergone a transformative merger, we operated in an environment that was always shifting, especially where systems and platforms were concerned. As many systems and platforms were customer-facing, flexibility and adaptivity were paramount, even as bugs were being worked out. At every occasion Jeffrey not only rose to the occasion, but was exacting in his pursuit of its mastery."

Entercom : Jim "Mo" Morales - Former Colleague

HARD SKILLS

Microsoft Office Suite

CMS (Drupal, Wix, GoDaddy)

ESP (Salesforce, Mailchimp, Silverpop, Responsys)

CRM (HubSpot, SFMC, Big Marker)

Adobe Photoshop

Social Media FB, TW, LI, IG, SC, TT

Chili Piper Admin

Communication (Zoom, Google Meet, Teams, Slack)

CAREER HISTORY

— Email Communications Specialist (Freelance)

414digital Marketing Association

05/2020 - Present

Milwaukee, WI

— Marketing Automation Specialist

Annex Wealth Management

07/2023 - 04/2024

Brookfield, WI

— Email Solutions Specialist

Blue Moon Digital | Merge World

08/2021 - 04/2023

Fully Remote

— Digital Marketing Specialist

PMI of Greater Milwaukee

10/2020 - 03/2021

New Berlin, WI

— Digital Specialist | Asst. Promotions Director

Entercom Communications Corp.

06/2013 - 04/2020

Milwaukee, WI

EDUCATION

— Bachelor of Science Degree - Communication

University of Wisconsin - Stevens Point

09/2005 - 05/2009

Stevens Point, WI. 3.2 GPA.

— Associate of Arts & Science Degree

University of Wisconsin - Fond du Lac

09/2004 - 05/2007

Fond du Lac, WI. 3.2 GPA.

SOFT SKILLS

Advertising & Promotions

Email Development

Data Manipulation

Creative Problem Solving

Project Management

Expert Organization

Technologically Savvy

Brand Strategy

Public Relations

Writing and Content Creation

Technological Savvy

Marketing Automation

Team Collaboration

Content Marketing