

Jeffrey Mahoney

Digital Marketing & Creative Content Dynamo

As an expert digital marketer with over 10 years of experience, I bring a robust skill set in email marketing, content creation, copywriting, and brand strategy, coupled with deep expertise in KPI analysis. My proven track record of success is built on meticulous organization and adapting swiftly to ever-evolving technology. Having worked across diverse industries, including marketing agencies, broadcasting, and financial management, I am adept at navigating shifting market landscapes to deliver tailored strategies. I thrive in dynamic environments and consistently drive impactful results. My approach combines precision, creativity, and efficiency, consistently enhancing brand presence and engagement through innovative solutions and insights.

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ACCOMPLISHMENTS (ROI)

Email Marketing

- 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%.

Project Management

- Utilized my super organizational powers to create an excel spreadsheet framework that helped manage over 50 contests, marketing projects and promotional campaigns each month. This marketing gadget was vital in overcoming any issues or urgent changes with super human accuracy.

Social Media

- 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 therefore rocketing the KISS Facebook page to 133,000 likes.

Communications

- Brainstormed and shot into the cosmos a minimum of three newsletter eblasts per week successfully charging them with exciting and energized content. Therefore saving the day by more than doubling open rates from 7% to 15%.



CAREER HISTORY

Marketing Communications Specialist (freelance)

414digital Marketing Association

05/2020 - Present

Remote (Milwaukee Based)

Experience

- Spearheaded the management of the Mailchimp email communications platform, designing and executing eblasts, newsletters, and promotional campaigns that enhanced member engagement and event attendance.
- Led the design, copywriting, layout, and scheduling of all email communications, ensuring a consistent and professional brand presence across multiple platforms.
- Played a key role in organizational decision-making and event planning, collaborating with board members and staff to drive successful project outcomes.

Marketing Automation Specialist

Annex Wealth Management

07/2023 - 04/2024

Brookfield, WI

Experience

- Managed and optimized the HubSpot marketing automation platform, driving programmatic initiatives in collaboration with content and project managers, and integrating support with Salesforce, Chili Piper, Big Marker, and Wrike.
- Enhanced digital marketing efforts by executing end-to-end marketing campaigns, including segmentation, A/B testing, and deployment, while evaluating KPIs to refine strategies and achieve growth.
- Leveraged radio broadcasting and audio editing skills to support syndicated radio programs, contributing to diversified content creation and brand engagement.



CAREER HISTORY

Email & SMS Developer

Blue Moon Digital | MERGE

08/2021 - 03/2023

Fully Remote

Experience

- Developed and executed high-impact email marketing campaigns for major clients, including coding, quality assurance, testing, and deployment, contributing to the success of an award-winning digital consultancy.
- Managed and optimized targeted data extensions and audience lists, enhancing segmentation and personalization to drive higher engagement across multiple platforms, including Salesforce Marketing Cloud, Responsys and Attentive.
- Created and scheduled email marketing, SMS, and push notification campaigns using the Airship Experience Platform, reaching massive audiences weekly while ensuring accuracy and alignment with client goals through meticulous collaboration and quality checks.

Digital Marketing Specialist

PMI of Greater Milwaukee

10/2020 - 03/2021

New Berlin, WI

Experience

- Created and managed diverse marketing and leasing documentation, including property flyers, brochures, legal documents, and tenant communications, enhancing the efficiency of property management operations.
- Optimized property listings on the company website and syndicated platforms (Zillow, Trulia, Craigslist, HotPads) through professional photography, image editing, and compelling copywriting, driving increased visibility.

Asst. Promotions Director | Content Specialist

Entercom Communications Corp.

06/2013 - 04/2020

Milwaukee, WI

Experience

- Led the creation and execution of on-air and online contests, charitable initiatives, and promotional marketing projects for three top-rated radio stations, managing all aspects from project inception to completion, including branding, copywriting, graphic design, and sponsorship coordination.
- Developed engaging digital content using a Drupal-based CMS, including contests, event pages and blogs, while designing and scheduling weekly email newsletters across ESPs like Silverpop, Second Street, and PostUp.
- Enhanced audience engagement through targeted social media marketing and content creation on Facebook, Twitter, and Instagram, while collaborating across departments and maintaining strong relationships with clients, contest winners, and the public.



HARD SKILLS

Google Drive Suite

SMS / Push Platforms (Attentive, Airship)

CRM (HubSpot, Salesforce, Big Marker)

Microsoft Office Suite

CMS (WordPress, Wix, Drupal)

Project Management (Wrike, Trello)

ESP (Salesforce, Mailchimp, HubSpot, Responsys)

Adobe (Photoshop & Dreamweaver)

Social Media (FB, TW, LI, YT, IG, TT)

Software Integrations (HubSpot + SFMC)

Communication (Zoom, Google Meet, Teams, Slack)

Customer Data Platforms



SOFT SKILLS

Emotional Intelligence

Email Development

Content Strategy

Creative Problem Solving

KPI Reports & Analysis

Expert Organization

Technological Adaptability

Project Management

Public Relations

Web Based Copywriting

Qualitative Research

Marketing Automation

Team Collaboration

Quantitative Research

Data Storytelling

Customer Empathy