

GISELLA WALTER

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Digital Marketing Specialist with over 17 years experience and a proven track-record of growth. Areas of expertise include acquisition and performance marketing, digital strategy and activation, customer journey and nurturing program design, optimization and analytics.

WORK HISTORY

FreeWave Technologies, Inc.

Marketing Specialist // Boulder, CO // August 2017 to Current

- Rebuilt marketing stack to better integrate with Salesforce, increase ROI and maximize cost-efficiency.
- Boosted website traffic by 200% by implementing and managing integrated paid, social media and content marketing strategies.
- Devised and employed lead and sales nurturing strategies, to optimize and grow sales funnel.

Fearless Digital

Digital Strategist // Boulder, CO // June 2016 to August 2017

- Provided quantitative and strategic marketing consulting services to clients to meet their online business objectives.
- Developed and managed paid search, paid social, and display marketing strategies for clients.
- Recommended and utilized appropriate tools and technologies as needed.

Glamhive

Founder // Seattle, WA // March 2013 to March 2016

- Developed and pitched a plan for a photo-sharing, social-shopping, rewards app, securing \$1M in seed capital, and winning the top prize at the Seattle Angel Conference 2015.
- Built and launched a full-fledged photo-sharing, social-shopping web and iOS App.
- On-boarded over ten thousand users via various "growth hacking" strategies.
- Integrated with over 600 retail and advertiser partners.

IMM Digital Agency

Founder // Boulder, CO // August 2006 to September 2011

- Founded and established the digital marketing agency as a leader in digital strategy optimization and growth.
- Grew the organization from \$0 to over \$70M in annual revenue and 40+ employees in five years.

- Defined and directed digital marketing strategies and technical solutions to drive sustained client growth for clients including Amazon, AT&T, Chili's, Quiznos, DirectBuy, Cisco, US Army, P&G, Universal Studios, Toyota and BlueCross/BlueShield.

Distillery

VP Advertising Services // New York, NY // January 2002 to August 2006

- Joined as the second employee of Soho Digital, a NYC based digital agency, which 2 years later acquired by Distillery (an ad-tech company & pioneer in behavioral ad targeting space.)
- Collaborated with technology and ad operations teams to leverage client insights, in-depth knowledge of competitor landscape and industry trends to direct product development that included custom targeting capabilities, ad unit functionality and revenue/yield optimization (eCPM).
- Grew and oversaw a client services team of 20+.
- Forecasted, set and reported to C-Suite, quarterly sales goals and performance.
- Managed critical workflow processes and key client relations and communications.
- Secured financial stability by growing a book of advertiser business to over \$30M.

SKILLS

Digital Strategy

Content Marketing

Social Media Marketing

Email Marketing

SEM/SEO

Lead Generation

Media Buying/Traffic Acquisition

Project Management

Marketing Automation

Analytics & Optimization

Vendor Management

Web and Digital Design

Web Development

EDUCATION

Web Development

General Assembly // Denver, CO // 2017

BFA - Media Arts

Alfred University // Alfred, NY