

# LISA HICKS

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919.280.0503

Proven digital marketing professional with more than 20 years of experience executing measurable strategies to increase conversions. Responsible for the inception and maintenance of digital presence including websites, paid campaigns, content management, online reputation management and social marketing.

## EXPERIENCE

### Social Media:

- Designed and executed social media strategy across 11k followers on TikTok, Facebook, Instagram, YouTube and X
- Served as the brand guardian overseeing content planning, video production, editing, and customer engagement to maintain brand consistency
- Developed detailed reports to measure social media KPIs and delivered monthly presentations to the executive team to communicate progress and receive feedback
- Continually analyzed insights and conducted competitive research to optimize posting schedule, date, content type and frequency of postings to augment engagement
- Collaborate with staff to create behind the scene footage, trend videos and processes to increase clients' engagement and create community amongst remote teams on social profiles
- Identified and partnered with cohorts and influencers, negotiated terms and created campaigns to execute in collaboration to expand brand reach
- Developed targeted ads from high engaging posts to further promote the brand to our key audiences and drive follower growth

### KEY ACHIEVEMENTS

- Increased followers by 168% in the past 12 months
- Increased engagement by 208% in the past 12 months

### Pay-per-click (PPC):

- Analyze campaign performances and track conversions to optimize budget spend
- Work with outside agencies to lower cost per leads (CPL) and cost per cases (CPC) while increasing conversion rates through keyword refinement, revised ads and budget adjustments
- Research new strategies to A/B test against our control campaigns to further improve our ROI

### KEY ACHIEVEMENTS

- Reduced CPLs by 17% and CPCs by 18% year-over-year comparison
- Increased leads by 63% and cases by 126% year-over-year comparison
- Increased ROAS to be between 3 to 7

#### Search Engine Optimization (SEO):

- Analysis of standard SEO reports creating strategies to improve keyword and SERP rankings.
- Advisement for content writing team on keyword usage, content gaps and structure on pages.
- Provide trending reports based on top 10 populated cities within each DMAs we advertise, evaluating the effects of TV and/or other digital efforts

#### KEY ACHIEVEMENTS

- Increased main website's visitors by 26% in year over year comparison
- Increased main website's visitors by 33% in comparison to previous two years

#### EMAIL

- List management of 86K active contacts
- Proficient in Delivra, My Emma, and Constant Contact mail systems
- Track data to improve deliverability rates and open rates

#### KEY ACHIEVEMENTS

- Improved deliverability rates to 92.17% by running our email list through validation services
- Segmented emails based on engagements to further improve open rates

#### OTHER FUNCTIONS:

- Website management of five websites, each with their own brand style.
- Manage online reputation by responding to reviewers. Escalate negative reviews to appropriate parties to avoid further damage to brand.
- Seek and submit nominations for industry recognized awards
- Push press releases and serve as liaison with the media. Work with outside vendors to help push our employees as experts in their field
- Responsible for leading social service initiatives and ensuring the company capitalizes on marketing opportunities that provide mutual benefit
- Supervise internal communications encompassing internal changes, announcements and company news

## **WORK HISTORY**

Digital Marketing Director

September 2007 - Present

Law Offices of James Scott Farrin, Durham, NC

Marketing Manager

August 2003 – September 2007

Perimeter Internetworking, Morrisville, NC

Choral and Musical Director

July 2002 – June 2003

West Johnston High School, Benson, NC

## **EDUCATION**

2003 – 2006    Masters of Science in Communication

North Carolina State University, Raleigh, NC

1998 – 2002    Bachelors of Music Education

Meredith College, Raleigh, NC