

MARIE DUMESNIL

PROFESSIONAL SUMMARY

Proven track record of digital marketing and e-commerce strategy leadership in high-performing, cross-functional teams in large, multi-location organizations and high-growth startups. Specialization in omnichannel marketing and e-commerce, with a focus on delivering superior customer experiences. Strategic thinker with propensity for learning complex systems and building relevant martech stacks, while creating collaborative and transparent environments and improving processes. B2C and B2B experience in multiple industries, including Hospitality, Travel, Restaurant, Retail, Higher Education, Marketplaces and Green Tech. Dual U.S./French citizen.

WORK HISTORY

Senior Director, Digital Marketing, 03/2023 to 12/2023

SOURCE Global - Scottsdale, AZ (Reduction In Force)

- Spearheaded global digital and e-commerce strategy, overseeing teams, vendors, and budgets in Performance Marketing, Website Development, CRM, Social Media, and Analytics for renewable drinking water startup.
- Collaborated with cross-functional teams and external agencies to create and optimize digital marketing campaigns across performance marketing, SEO, email, and social media, driving \$540 million focused pipeline across target segments in 2023.
- Developed scalable lead generation programs across the portfolio, resulting in a 30% increase in high-quality prospect leads across regions. Implemented targeted white paper download landing pages that drove a 150% increase in campaign conversion rates.

Vice President, Digital Marketing, 05/2022 to 10/2022

Qwick - Phoenix, AZ (Reduction In Force)

- Managed acquisition and retention strategy, teams, vendors, and budgets for Performance Marketing, Job Boards, Email/SMS Marketing, and Analytics on Supply and Demand side of the marketplace for hospitality staffing startup.
- Implemented a robust framework for regular reporting and monitoring of growth metrics, driving testing and campaign optimization that resulted in a 20% increase in conversion rates and a 15% decrease in customer acquisition costs.
- Collaborated on the successful completion of a \$40 million Series B funding round through investor presentations and active participation in the due diligence process.

Senior Manager, Digital Marketing, 01/2020 to 05/2022

Sprouts Farmers Market Inc. - Phoenix, AZ

- Developed and executed strategies while leading teams responsible for owned media channels and lifecycle marketing across Email, SMS, Push, and Social Media. Achieved a 55% year-over-year increase in active email and SMS subscribers, contributing to record \$6.49 billion revenue.
- Optimized channel strategies, implemented enhanced personalization tactics, and executed targeted segmentation techniques to maximize campaign performance. Resulted in a 25% improvement in campaign conversion rates, driving overall revenue growth and profitability.
- Lead the RFP process and transition from Salesforce to Braze as a new enterprise ESP/Customer Engagement Platform.

CONTACT

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SKILLS

- Digital Marketing Strategy
 - E-commerce
 - Performance Marketing
 - Lead Generation
 - Website Development
 - UX/UI
 - Content Management Systems
 - CRM/Lifecycle/Retention
 - Email/SMS/Push Marketing
 - Social Media Management
 - Omnichannel campaigns
 - Data & Analytics
 - SEO/SEM
 - Content development
 - Generative AI
 - Martech Stack Optimization
 - Project Management
 - Team Leadership
 - Cross-functional collaboration
 - Budget Management
 - Multi-location Management
 - Branding and Rebranding
 - Diversity & Inclusion
 - Bilingual English/French
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EDUCATION

MBA, International Business Management

Université De Caen - France

Study Abroad: University of St Thomas Opus College of Business, MN

Bachelor of Science, Business Administration

ISEG Paris - France

ACCOLADES

- Hotel Sales & Marketing Association International Platinum Adrian Award for the redesign of Aramark websites.
 - Web Marketing Association award for the redesign of Aramark websites.
 - Speaker and moderator at Search Engine Strategies and iMedia conferences
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Manager, Digital Marketing, 08/2018 to 01/2020**CEA Study Abroad - Phoenix, AZ**

- Directed the development strategy of consumer-facing websites, fostering collaboration with internal and external stakeholders to enhance the student and university partner experience, resulting in a 25% increase in lead generation, and a 40% rise in conversion rates.
- Led acquisition and conversion strategies, including SEM, SEO, and content marketing, contributing to a record Spring 2019 enrollment of 2,000 students, a 15% increase compared to the previous year.

Manager, Digital Marketing, 01/2017 to 07/2018**P.F. Chang's China Bistro, Inc. - Scottsdale, AZ**

- Drove digital activation, technological experience strategy, and guest acquisition and engagement, resulting in a 140% increase in eCommerce and loyalty sales.
- Managed a \$3 million digital media budget and digital agency relationships, implementing strategies across Search, Display, and Social.
- Oversaw the P.F. Chang's website redesign project, including social log-in implementation, mobile experience enhancement, CMS migration, and location data management.

Director, Digital Marketing, 10/2009 to 09/2015**Aramark - Phoenix, AZ**

- Directed the e-commerce and acquisition strategy for all Aramark Destinations, encompassing renowned locations such as Yosemite National Park, Denali National Park and numerous other hotel venues and cultural attractions. Drove multiple web development projects aimed at enhancing user experience and boosting conversion rates contributing to a 300% increase in online revenue generation over 6 years.
- Collaborating closely with field teams and Revenue Management during the aftermath of the Great Recession, led digital acquisition efforts resulting in an 8:1 ROI on SEM campaigns and spearheaded the implementation of Aramark's inaugural SEO strategy, resulting in a 50% increase in website traffic.
- Initiated the Paid Social Media strategy, resulting in an 80% increase in Facebook fan growth over 2 years.

Director of E-Commerce, 06/2007 to 10/2008**Viking River Cruises, Inc. - Woodland Hills, CA**

- Selected and managed the Search agency of record for Viking, overseeing the SEM budget and testing landing pages to achieve a 50% reduction in lead acquisition costs, optimizing campaign performance and enhancing ROI.
- Led the content management process and served as the primary editor for all websites. Managed the relationship with the web development vendor, successfully project-managing the redesign and ongoing maintenance of consumer-facing websites.

Manager, Digital Marketing, 03/2005 to 06/2007**Hilton Hotels Corporation - Beverly Hills, CA**

- Served as the digital champion for Hilton Brands, bridging the gap between offline marketing strategies and the online realm. Advocated for brand representation across digital platforms and participated in the development, quality assurance, and implementation of pioneering website functionalities and user interface enhancements, such as calendaring and online check-in.
- Played a pivotal role in the RFP process and the selection of Hilton's first Search Engine Marketing agency of record, laying the foundation for enhanced digital visibility and online revenue growth.
- Efforts contributed to record 39% increase in online reservations and 60% online revenue YoY, totaling \$2.5 billion in revenues from online bookings.

MARKETING TECHNOLOGY

- Google Ads
 - Bing Advertising
 - Meta/Facebook Ads
 - Google Analytics
 - Hubspot
 - Salesforce
 - Braze
 - Iterable
 - ChatGPT
 - Looker
 - Conductor
 - Jira
 - Hotjar
 - Asana
 - Wrike
 - Wordpress
 - Umbraco
 - Sitefinity
 - Sprinklr
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