

Colleen Robertson

seasoned B2B and B2C digital marketer and content strategist

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Values and approach

- Curious lifelong learner
- Leader; Board President and people manager
- Concise communicator
- Tenacious, intrinsically motivated
- Community builder, committed to kindness and equity
- Subscribes to the test and learn approach
- Uses humor and empathy to connect, build trust and go further, faster

Platforms and Tools

- Measurement: Salesforce, Google Analytics, Simply Measured, Hotjar, MOZPro
- Paid social and paid ads: Facebook, LinkedIn, Twitter, Youtube, display ads, Google Search and remarketing: Google Adwords Certified
- Social media: LinkedIn, Facebook, Twitter, Instagram, Glassdoor; 3rd party social media: Hubspot, Salesforce's Social Studio, Dynamic Signal
- Email marketing: Pardot, Hubspot, MailChimp

Global Marketing Lead, Slalom, Seattle, WA, April 2017 - present

Slalom is a billion dollar business consulting firm with services that span business operations, analytics, customer experience and technology, headquartered in Seattle, WA.

- Leads, develops, and executes Slalom's digital marketing strategy, including all paid and organic social media, all Search Engine Marketing and SEO
- Collaborates with Executive team and leaders from across the company to develop digital marketing strategy
- Earns buy-in for marketing strategies by clearly articulating value, pointing to the data and through relationship building
- Sets the digital marketing budget; strategically allocates spend according to marketing goals
- Trains and supports local marketing teams from 25 markets on marketing strategies and approaches
- Coaches the paid and earned marketing team; supports their professional development and programmatic goals

Continues to perform many of the deliverables outlined below or manages the team member who does so

Digital Marketing Manager/Social Media Manager, Slalom, Seattle, WA, May 2014 - April 2017

- Produces and manages written and visual creative content for all earned and paid channels, created brand voice and tone guidelines for social channels
- Leads the Search Engine Marketing program; drives 50%+ site traffic
- Engages defined audiences with proven strategies and tailored content; beats industry standard CTRs by 2-5x (LinkedIn)
- Developed internal best practices for digital marketing, trained other marketing managers on brand standards
- Launched the Employee Brand Advocacy Program which is actively used by 25% + of company; generates thousands of clicks to site/month

Freelance Marketing Consultant: Social Media, Digital Ads, PR, Brand Marketing, Seattle WA

Sept 2010 - June 2014

Consulted for small-midsized B2C clients such as Gormondo, Capital Cider, Art with Heart, and others in Seattle; please see LinkedIn for more details.

- Created marketing strategies; executed strategies across earned, owned, and paid channels to reach target audiences
- Developed and produced visual and written content for social channels and websites

- Produced and co-directed videos for websites; created short videos for social media
- Reported on marketing ROI using Google Analytics, conversion engagement and click-through-rate
- Improved website performance: better Search Engine Results Page rank, faster load times, and improved on-site search
- Supported clients' employees with best practices for social media, email marketing and SEO
- Created and executed email marketing campaigns

Communications Manager, New Course, Seattle, WA, Oct 2010 - Jan 2013

New Course is a nonprofit that works with partners and rural women across the globe to find solutions for the interconnected problems of poverty and environmental degradation.

- Planned and executed communication and marketing programs including social media, website content, email marketing and Google Ads
- Drafted, edited and coordinated grant applications
- Coordinated partnership details with organizations such as the Rockefeller Foundation, the Clinton Global Initiative and the MacArthur Foundation
- Supported two boards, interns and volunteers with regular communications and clear calls to action

Implementation Manager, Embedded Career Services and Grants, North Seattle Community College,

Seattle, WA, Feb 2010 - July 2012

The NSCC Career Services program supports all NSCC students with job search, and interview and resume development skills.

- Led committee to develop new Career Services website
- Administrated online jobs/internships database for Seattle Community College District
- Developed and implemented new Embedded Career Services program
- Led group workshops, worked with students one-on-one
- Partnered with colleagues at other Seattle Community Colleges to improve Career Services across the district

Education Coordinator, YouthCare's Orion Center, Seattle, WA, Oct 2007 - Nov 2009

YouthCare's Orion Center is a drop-in center for homeless and at-risk youth in downtown Seattle.

- Established the Orion Center's GED program; developed original curriculum across subjects
- Taught 200+ students (13-24 yrs) at every academic level; engaged hundreds more via meals and other drop-in services
- Recruited, hired, trained and supervised volunteer tutors and 5 full-time AmeriCorps service members
- Doubled AmeriCorps grant award, doubling program staff and capacity

EDUCATION

BA, Occidental College, Los Angeles, CA

Magna Cum Laude, Phi Beta Kappa, Occidental College, Los Angeles, CA

Graduate Courses in Public Affairs, Evans School of Public Affairs, University of Washington, Seattle, WA

ACTIVITIES

President, Board of Directors, Safe Crossings Foundation, Seattle, WA, 2015 - present

Board Member, Board of Directors, Safe Crossings Foundation, Seattle, WA, 2012 - present

Actress, emcee, and improv comedian, various theatre companies, Seattle, WA, Feb 2005 - 2014

Cyclist, runner, sailor and backpacker, mostly Seattle, WA, childhood - present