



Education

BBA: Marketing, Minor: Economics
UMass Amherst | GPA: 3.75

Contact

Email: arosier.jr@gmail.com
Cell: 617-281-9729
Portfolio: arosier.com

Summary

I am an award-winning content creator, marketing technology professional, and entrepreneur with a knack for identifying opportunities and launching ROI+ campaigns.

In my 3.5 years of marketing experience I have owned marketing end-to-end for a client that will do \$25M in first year sales, built a profitable marketing agency, designed and launched a software product for a Fortune 40 company, garnered 1M+ views for personal creative work, received the main feature award in YouTube's *Rising Creators* global product launch, co-founded a successful non-profit organization, and helped secure a \$10M marketing deal while on a small team at Accenture Interactive.

Skills, Certifications, Core Strengths



Marketo, WordPress, Adobe CC Creative Suite, SFDC, Social Ads, AHREFs, YouTube, Voice Skill/Actions, Basic HTML/CSS



HubSpot Inbound, Google Ads, Google Analytics, AHREFs, UX/UI Design, YouTube Marketing, FB Ads, SERPstat



Achiever, Learner, Detailed Communicator, Focus, Collaborator

About Me

Outside of growing businesses via content, I love to travel, ski, rock climb, hike, film, write, and play tennis. I am a student of human behavior psychology, modern storytelling, business leadership, and habit formation.



Marketing Automation



Data Analysis



Content Creation



SEM & Social



Growth Hacking

Skillset

Work Experience

March, 2018 – Present | Founder, Moonspree: Digital Agency (Rebrand from ARcaptures)

- Ran marketing end-to-end for six months for client reaching \$25M in sales and 110 employees in first year by producing digital assets (investment deck/website), building live website with eCommerce and point of sale integration, growing traffic from 0 to ~3k unique visitors/month, achieving #1 position on Google local map pack in one month, defining OKRs / marketing tech stack / 6 month marketing roadmap, and crafting company story and mission (featured on Boston Globe, ABC News, HeraldNews)
- Offered VP of Marketing position by client post-performance
- Owned digital rebrand by building website (UX/UI/positioning/SEO) for Tutor Doctor franchise, consulted on business strategy for The Digital Intellect, launching digital product funnel for client this month

April, 2016 – March, 2018 | Senior Digital Marketing Analyst, Accenture Interactive

2018 | Digital Maturity Model Specialist, Public Global Tech Company

- Improved time-to-sale ("Closed Opportunity") by 25% by redesigning the end to end lead management process between Salesforce and Marketo in two months
- Solved complex company problem through analyzing technical build, creating a "source of truth" process map, conducting cross-functional discovery interviews with global account lead, and recommending future state by strategically routing and scoring leads based on key milestones

2017 | Digital Experience Product Consultant, Fortune 40 Tech Company

- Managed three analysts to design, build, test, and launch a customer service software product on time
- Created a custom Salesforce product to decrease response times and increase customer satisfaction for global service technician teams (developed real-time data syncing and global communication features, custom fields & page layouts, and integration with existing database architecture stack)
- Managed functional development across eight international teams in high pressure 4 month timeline (teams: customer support, back-end architecture, front-end, integration, readiness & adoption, etc.)

2016 | Digital Marketing Campaign Specialist, Fortune 15 Energy Company

- Helped secure \$10M marketing deal through client relationship building, comprehensive SOP creation, and 99.97% digital marketing execution accuracy (built custom unsubscribe preferences center, dynamic landing pages, global forms, ABM campaigns, SFDC lead actions, lead scoring model)
- Designed, owned, and executed 40+ complex drip-nurture campaigns end to end for hundreds of thousands of leads with 99.97% accuracy over 15 months, and built best practice campaign templates

May, 2015 – April, 2016 | Founder, ARcaptures

- Created brand films and launched digital marketing campaigns for fifteen clients over one the course of one year. Clients included ZEN Associates (Best of Boston 2015) and Narragansett Brewing Company

May, 2014 – May, 2015 | President of Development, Isenberg Citizen's First

- Led team of 30 to establish 20+ non-profit partnerships, achieved 500 first year signups (most on campus)

Additional Highlights

- Boosted revenue-critical keyword from 37th to 2nd position on Google at Lionbridge Technologies, Inc.
- Increased email open rate by ~25% at Linkage, Inc. by creating a mass calendar invite plugin
- Asked to edit feature film by CEO of FlixPremiere

[Portfolio Website](#)

[YouTube](#)

[Instagram](#)

[LinkedIn](#)