

# SHELLI MARTINEAU

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## QUALIFICATIONS PROFILE

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Recognized leader with expertise in strategy for digital platforms, content, and insights. Highly skilled in determining meaningful datapoints to drive digital campaign and communications strategy. Proven track record using data analysis to make smarter business decisions.

## PROFESSIONAL EXPERIENCE

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### HEALTH PERSPECTIVES GROUP, SEATTLE, WA

#### SENIOR MANAGER, DIGITAL MARKETING, HEALTH STORIES PROJECT, MAY 2017-PRESENT

##### *Key achievements*

- Leveraged data to develop and manage our product, brand, content, and growth strategies.
- Implemented our strategy via email, social, and ad marketing channels.
- Lead cross-functional teams responsible for building comprehensive audience segments/personas. Leveraged segments to develop Voice and Messaging Hierarchy.
- Lead internal and external market research projects and lead generation campaigns in rare and hard to reach populations.
- Devised and executed test campaigns in order to validate and complete recruitment programs based on diverse customer needs.

#### MARKETING MANAGER, HEALTH STORIES PROJECT, MARCH 2016-MAY 2017

##### *Key achievements*

- Primary social media and content marketing strategist.
- Executed end-to-end strategy, content creation, and reporting.
- Worked closely with recruitment & market research to support their campaigns.
- Developed an innovative database reducing response time for the processing of client and partner inquiries

### BAD TWIN LLC, SEATTLE, WA

#### STRATEGIST AND COMMUNITY MANAGER, AUGUST 2009-MARCH 2016

Created inspired and actionable digital strategies that were grounded in an understanding of how technology impacts culture. Delivered meaningful, authentic, and digitally-native solutions to help our fortune 100 clients connect with the world in new ways.

*Clients Include: Comcast/Xfinity, CBS Films, Warner Brothers, AT&T Small Business*

## EDUCATION & CONFERENCES

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- Social Media Strategies Summit, NYC - 2019
- Seattle Interactive, Seattle – 2018
- **MBA**, University of Montana
- **B.A. English Literature**, University of Montana