George Elliott Maier

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# Digital Marketing Professional 15+ plus years of experience developing and project-managing cutting-edge digital strategies that improved response and generated millions in incremental revenue. Possess strong strategic and creative vision.

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| ♦ New product development | ♦ecommerce | ♦social media adv. & marketing |
| ♦strategic & creative vision | ♦promo analysis & strategy | ♦statistical modeling |
| ♦CRM Strategy | ♦product management | ♦SEM |
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* Received **award for strategic analysis** of promotional initiatives at SAK’s; this “Saksfirst” award is attained by **roughly 1% of employees**.
* Initiated Monster’s **multi-million dollar** **partnership** with the NFL; idea credited with generating huge **publicity** for Monster-- partnership was heavily marketed by the NFL.
* Leveraged creative thought-leadership to develop marketing strategy for Inc. 5000 companies that was well received by company founders and is expected to generate incremental revenue of $$ annually.

*Viewed by colleagues as combining strategic vision and creative out-of-the-box thinking with  
 hands on analysis and focus on the bottom line.*

**Professional Experience**

**INC Magazine 2010 – 8/2012**

**Director of Ecommerce and Analytics**

* **Project-managed** and launched Inc’s first e-commerce products. Inc. Advisor & Inc.JOBS
* Brought vision to Inc. of developing **web analytics** and combining with **segmentation modeling**—to better tailor offers. Senior management adopted vision; Led roll-out.
* Developed Inc.com user registration and newsletter marketing strategy, including capturing key demographic data; result- 200% increase in database, and estimated **$5m incremental LTV**.
* **Led digital, ad operations, creative, and SEM teams** to create Inc.JOBS and Inc. Advisor products
* Created comprehensive **web analytics dashboards** that were credited with enabling improvement of key web marketing metrics.

**Monster Worldwide**, Maynard, MA 2006 – 2010

**Senior Marketing Manager, Business Planning & Analysis / CRM**

Developed and analyzed global B2B and B2C marketing campaigns, focusing on email marketing, social media, and CRM. Led eight person cross-functional team tasked with developing marketing strategy.

* Initiated “**test-learn-enhance**” approach for B2B Marketing; new focus on testing generated $8**-$12 million in incremental sales** annually. Rolled out this approach to global teams.
* Conceptualized and initiated Monster’s **multi-million dollar partnership** with the NFL; idea brought in huge publicity for Monster-- partnership was heavily marketed by the NFL.
* Initiated “Keep America Working” campaign that gained **national brand recognition** including a White House Endorsement.
* Identified and implemented best-practices around **testing, budgeting, forecasting and CRM**; **led global team** to implement these methodologies in Europe and Canada.
* In weekly meetings to senior executives, routinely made recommendations on **offer, pricing, frequency and creative** that were well received and implemented.
* **Designed & analyzed CRM B2B campaigns**. Analysis revealed opportunities to optimize CRM promotional strategy that resulted in a roughly **30% increase in sales**.
* Led eight person cross-functional team in weekly brainstorming meetings that generated creative social media, CRM, & marketing strategies; Several ideas were implemented into the NFL & Keep America Working marketing programs.

**Saks Fifth Avenue**, New York, NY 2002 – 2006

**Marketing Manager, CRM & Database Marketing Department**

* Recommended EGC, loyalty program, segmentation strategies, Friends & Family, and new promotions for Saks promotional calendar which **generates over $750M annually**.
* Received **award** for insightful promotional analysis & strategic recommendations communicated via presentations and promotional summary reviews directly to the Saks Fifth Avenue Exec. Committee.
* Earned an **Outstanding Performance Rating** in performance reviews.
* Created a new profitability promotion statistical model called “best in class” by senior management to accurately assess the profitability of sales promotion. This decision making analysis model was used to plan the promotional calendar.
* Designed new and altered existing promotions to boost sales and move inventory while retaining Saks’ “exclusive” brand image. Those implemented into national marketing strategy include:
  + A graduated EGC reward structure to optimize EGC promotions, adding approx. $8 million in sales annually.
  + A SaksFirst loyalty promotion and segmentation strategy enticing customers to reach the SaksFirst’s initial threshold and the next tier level for current SaksFirst members.
  + A “promotional” target segmentation strategy for clienteling & mailing added a 15% lift over old segments.
  + A revised Friends & Family promotion that generated thousands of new Saks customers and several million in sales revenues.

**AOL – Time Warner (AMERICAN FAMILY ENTERPRISES)**, Jersey City, NJ 2000 – 2001

**Senior Marketing Manager, Marketing – New Business Development for AFE** (Affinity Direct New Business development marketing programs for Time Warner & AFE Enterprises.)

* Selected to present new marketing strategies at company-wide (100 persons) quarterly strategy meetings.
* Supervised the new Affinity Direct business including Creative, Production, Fulfillment & Analysis teams.
* Created a variety of promotional testing (premiums, partnerships, coupon offers, pricing analysis, product mix, deferred offers, and web enrollment incentives) that optimized member acquisition and LTV.
* Developed a customer retention strategy that improved lifetime value of customers.
* Created detailed marketing research guidelines for focus group consumer research.

**COLUMBIA HOUSE COMPANY (SONY MUSIC)**,NewYork, NY 1997 – 2000

**Manager, New Member Acquisition, Marketing, Planning & Analysis (1998- 2000)**

* Performed quantitative analysis for new member acquisition; and provided advertising strategic direction for all magazines and web enrollments. Improved customer response and ltv.
* Managed several senior marketing analysts, maintaining high morale in a changing environment.
* Analyzed profitability of club ads in hundreds of publications, such as Rolling Stone & The New Yorker, as well as other media, such as web banners, pop-up ads, package inserts, and radio & TV ads.
* Increased acquisition enrollment rates by 15% and improved LTV, through new segmentation strategies.

**Senior Marketing Analyst, New Member Acquisition, Marketing Planning & Analysis (1997-1998)**

* Designed a sales projection model using regression analysis that improved forecasts by 20%.
* Successfully adapted tests into the marketing, acquisition, and promotional strategies.
* Improved accuracy of performance projections by 15% through statistical analysis of new member enrollments.

**Education**

**Master of Business Administration, Marketing, Strategy, Quantitative Analysis, 1997**

Carnegie Mellon University, Tepper School of Management, Pittsburgh, PA

**Bachelor of Science, Industrial Engineering, Business Focus, 1993**

Penn State University, State College, PA

**Technical skills**

Proficient in SQL, SAS, Siebel analytics, WebEx, Webtrends, Access, Demographic software, Excel, and PowerPoint.

**Community Involvement**

Charity runner for the NYC 2009, 2010 & Boston Marathons raising $10K for the American Cancer Society