

WENDY CLOW

MARKETING PROFESSIONAL

CONTACT

- 517-358-2812
- clowwendy@gmail.com
- www.wendyclow.com
- Jackson, Michigan, USA

MARKETING SKILLS

Digital Marketing Strategy
Marketing Management
Copywriting
Content Creation
SEO
Paid Ads (Google/Meta)
Marketing Automation
Inbound Marketing
Email Marketing

LEADERSHIP SKILLS

Strategic Planning
Executive Leadership
Staff Management and Operations
Project Management
Training/Coaching
Budget Management
Team Building

SOFTWARE

HubSpot
SalesForce
Various Dashboard Software
ClickUp & Various Other Project Management Software
WordPress
Constant Contact
Go High Level
Salsa Engage

PROFILE

Seasoned marketing and operations executive, I thrive in a team environment, and I'm a lifelong student of leadership. My career spans two industries, mortgages and marketing, with experience in the corporate and nonprofit sectors.

WORK EXPERIENCE

Director of Marketing and Communications

Habitat for Humanity of Michigan September 2023 - Present

- Responsible for overall marketing, internal, and external communications for the organization
- Oversee planning for the organization's two main annual events
- Provide marketing and communications support to Habitat affiliates in Michigan

Marketing Operations/COO

WebHorse Marketing June 2022 - May 2023

- Serve as the #2 to the CEO of this digital marketing agency
- Manage operations of the company within the framework of the Entrepreneurial Operating System (EOS)
- Project management for marketing campaigns specializing in lead generation for clients in local service industries
- Coached and trained account managers on client success objectives
- Oversee the company's financials, budget, and forecast
- Content/copy writing for websites, blogs, and ads

Executive Director

Greater Jackson Habitat for Humanity 2017 - 2022

- Develop and manage \$500k operations budget plus multiple ongoing build project budgets
- Strategic planning in collaboration with the board of directors
- Ensure funds are available for all build projects plus operations of the organization (fundraising, donor cultivation, grant writing)
- Ensure the organization adheres to government regulations and Habitat's parent organization's policies.
- Hire, train, manage teams for fundraising, event planning, and marketing
- Hire, train, manage teams for processing applications and assisting applicants through programs
- Oversee the operations of both sides of Habitat's business: construction and mortgages

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HIGHLIGHTS

- During the time between my Marine Corps career and starting my marketing career, I spent approximately 10 years in the mortgage industry as a loan originator and manager.
- I found my love of digital marketing as print publishers were evolving to be digital publishers. I grew up in marketing as SEO, SEM, and marketing automation were developing.
- I have strong writing skills and have freelanced over the years as a copywriter for blogs, websites, SEO articles, and digital ads.
- My leadership skills have been developed over the years, culminating with a 5-year stint as an executive director of our local Habitat for Humanity.
- My passion is in digital marketing, and I'm able to bring my knowledge of various industries to the table to enrich my marketing skills.

REFERENCES

Several professional and character references can be provided upon request.

WORK EXPERIENCE

Inbound Marketing Strategist

Xanedu (software company) + Freelance Work 2015 - 2017

- Lead a 5-member marketing team to generate sales qualified leads for the sales team using marketing automation funnels
- HubSpot Inbound Marketing certified
- Created, deployed and monitored email campaigns for inbound lead generation
- Organized company's presence at industry trade shows
- Oversaw and edited content creation for multi-layered funnel campaigns

Media Solutions Consultant

Digital First Media 2014 - 2015

- Designed <http://digitalfirstmediami.com/> for inbound lead generation and marketing support
- Served as subject matter expert for the following elements of digital marketing campaigns: SEM, SEO, email marketing, paid social media ads
- 35% direct digital revenue increase over prior year
- Client-facing support for a team of 70+ Account Executives statewide
- Strategic planning and implementation of comprehensive marketing strategies using a diverse menu of solutions to achieve specific client objectives.

Account Executive

MLive Media Group/Advance Digital 2011 - 2014

- Consulted with SMBs on digital marketing, as the advertising industry was evolving from print to digital
- Business to business sales of digital marketing solutions
- Achieve sales goals and close new business using consultative sales strategy
- Expert-level Salesforce user for accountability, reporting and activity tracking

United States Marine Corps

Honorable Discharge as E4 1985 - 1989

- Maintenance Management/Logistics
- Data Analysis
- Project Management
- Supply Chain Management