

# COLLEEN MALLOY

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## CAREER HIGHLIGHTS

**LEADERSHIP:** #1 employee-ranked manager out of 50 in 425+ employee company.

**EXECUTION:** Four-time winner of organization-wide “team award” selected by executive leadership to recognize most impactful cross-functional initiatives.

**STRATEGY:** Transitioned ARI from tactical sales-led marketing focus to a strategic marketing organization.

**OPERATIONS:** Built out marketing technology stack through implementation of CRM, marketing automation, CRO tools, Google Analytics and Microsoft BI.

**BUDGETING & ATTRIBUTION:** Managed \$1 million-plus corporate marketing budget, tightly measuring ROI.

**CONTENT MARKETING:** Successfully launched in-house content marketing agency for Babcox Media.

**SEO:** Outranked Google’s own “Think With Google” blog post for “Digital Path to Purchase” search phrase.

**THOUGHT LEADERSHIP:** Marketing track speaker at multiple industry events and conferences.

**MENTORSHIP:** Nurtured mentees to go on to leading companies including Google and *Money Magazine*.

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## EXPERIENCE

### INDEPENDENT CONSULTANT

May 2018 to present

#### CONTRACT DIGITAL MARKETING DIRECTOR

AHL BRANDS / January 2020 to present

- › Serve as director of digital marketing for AHL Brands.
- › Lead SEO, PPC, conversion optimization and marketing automation initiatives for three eCommerce brands: [shop.designmilk.com](http://shop.designmilk.com), [ahalife.com](http://ahalife.com) and [kaufmann-mercantile.com](http://kaufmann-mercantile.com).
- › Increased website traffic an average of 32% and conversion rates by an average of 31% from Q1 to Q2 of 2020.

#### CONTRACT MANAGER OF CONTENT MARKETING & MEDIA

PENTA TECHNOLOGIES / September 2018 to present

- › Manage content marketing operations for Penta Technologies.
- › Develop content and manage internal resources to execute on blogging, webinar and eBook production.
- › Develop competitive positioning and go-to market strategy for SAAS software product.
- › Serve as company’s media relations representative securing magazine column authorship and multiple public speaking engagements for company president in addition to conducting all media buying activity.

## MANAGEMENT ADVISOR

FOREIGN CAR SPECIALTIES / September 2017 to present

- › Serve in a management advisory position for my partner's British car restoration business which she inherited in 2018.
  - › Responsible for all marketing initiatives as well as serving in a collaborative capacity on all operational initiatives.
  - › Helped increase revenue YOY by 75% from 2018 to 2019.
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## DIRECTOR OF MARKETING

ARI NETWORK SERVICES

November 2013 to May 2018

- › Corporate marketing: Managed team of five internal marketers as well as contract web design and development teams.
  - › In-house agency: Oversaw operations and managed team of 11 digital marketers.
  - › Generated increased in-bound lead volume with larger opportunity values and higher win rates.
  - › Developed and managed \$1 million-plus departmental budget.
  - › Developed KPIs and measured cross-channel attribution.
  - › Relaunched corporate website resulting in 352% increase in traffic YOY.
  - › Developed new sales frameworks and sales enablement tools.
  - › Launched content marketing including newsletter, webinars and blogs.
  - › Evaluated and implemented marketing automation software as part of a company-wide CRM migration.
  - › Supported business development managers, developing partner marketing programs to leverage our partners' established customer relationships.
  - › Leveraged my experience in trade media to augment our paid media and sponsorship strategy with multiple earned media opportunities including monthly contributions to trade magazines, blogging opportunities, webinar partnerships and live speaking engagements.
  - › Reworked PR distribution strategy leveraging online tools to build in-bound links and gain more coverage.
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## MANAGER OF SOCIAL MEDIA & CONTENT MARKETING

BABCOX MEDIA

October 2012 to November 2013

- › Launched internal content marketing services team.
- › Developed custom strategies, pitches and proposals for client content marketing and lead generation packages to diversify our publishing company's product offerings.
- › Delivered custom pitches and collaborated with sales to close business.
- › Managed the execution of content marketing and lead generation projects.
- › Oversaw the in-house social media efforts for 18 B2B media brands.
- › Developed digital content strategies in partnership with editorial teams to create cross-channel engagement.
- › Managed two direct reports — an online content specialist and a digital marketing intern.
- › Responsible for complete 2013 redesign of [babcox.com](http://babcox.com) corporate website. Managed design and development team and took lead on UX and content development.
- › Held this role concurrently with my editorial role at MPN.

## MAGAZINE EDITOR

MOTORCYCLE & POWERSPORTS NEWS (MPN)

September 2002 to November 2013

- › Served on MPN's editorial team for 11 years, served as editor for five.
- › Direct P&L responsibility as magazine editor charged with managing freelance and production costs to stay within budget.
- › Managed the MPN brand across print and digital platforms ensuring our product offerings met the needs of our readers and advertising prospects.
- › Managed three direct report editors and one direct report art director as well as a robust team of freelance writers, photographers and industry expert contributors.
- › Relied on industry expertise to consult with sales staff to tailor marketing programs to meet the needs of our clients.
- › Strategized and executed brand marketing initiatives in coordination with the publisher.
- › Managed custom content projects on behalf of clients. Most notably in 2013, I served as editor of the AIMExpo Show publications.

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## MARKETING COORDINATOR

ATHLETIC BUSINESS

October 2008 to April 2010

- › I held this role concurrently with my responsibilities at MPN magazine, which was sold to Babcox Media in April 2010.
- › Collaborated on marketing strategy for group of four B2B media brands and two trade shows.
- › Executed print marketing, email marketing, promotional video and social media projects.

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## EDUCATION

### KENT STATE UNIVERSITY

Executive MBA Candidate

Anticipated Graduation 2022

### UNIVERSITY OF WISCONSIN-WHITEWATER

BS in English, Creative Writing Emphasis; Minor in Journalism

May 2002