

Collette Lazor

Results-Driven Marketer & Product Champion

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EXPERIENCE

Radial, Marketing, Digital Campaigns

JUNE 2019 - PRESENT

- Drove pipeline leads by collaborating on cross-channel campaigns
- Monitored activity, reported insights to enhance campaign performance
- Became 'go-to' for strategic campaign planning and process efficiencies

Listrak

MAY 2016 - JUNE 2019

Product Marketing Manager

- Crafted product messaging to highlight value proposition in marketing collateral
- Launched cross-channel product campaigns and new features
- Implemented competitive monitoring tool and built battlecards, reported on insightful findings to help teams stay a step ahead

Digital Campaign Manager

- Orchestrated cross-channel campaigns on schedule and within budget
- Executed product campaigns, showcasing the value of the platform
- Created workflows, project plans and processes

The Skin Center, Interactive Marketing Coordinator

SEPTEMBER 2011 - APRIL 2016

- Maintained four brand websites and managed website and SEO efforts
- Executed cross-channel loyalty programs and brand awareness campaigns

Home Line Furniture, Marketing Coordinator/Web Admin

APRIL 2010 - MARCH 2011

- Pioneered web partner program, managed websites for 100+ dealers
- Served as demo consultant on sales calls, account manager by providing website strategy and design recommendations

CorCom, Inc., Research Assistant

JUNE 2008 - APRIL 2010

- Demonstrated ability to organize and lead client research projects, analyze data and provide strategic reports

EDUCATION

Elizabethtown College

B.A. Communications

SKILLS

Campaign planning & organization

Research & analysis

Adaptability

Problem-solving

Teamwork