

ANTHONY M. FOX

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SUMMARY

I am a digital marketing people manager with experience in b2b and b2c in e-retail, technology, publishing and startup companies. I love taking on business challenges that require new ideas and deliver results that move the business forward.

EXPERIENCE

11/18 to 2/19

ROVA, LLC

MARKETING MANAGER, (SEM, SOCIAL & INBOUND)

- Planned, launched, and optimized multiple monthly A/B marketing tests on Facebook, LinkedIn and Google Search driving 100% quarter-over-quarter growth of new users and ROVA app installs by target audience (independent contract drivers) within two months of joining
- Created and managed content on Facebook, Twitter and LinkedIn accounts including creating and growing a custom Facebook group of independent contract drivers with emphasis on providing salient content and tips for managing their driving business
- Created and managed quarterly marketing plans, including budgeting, platform choice and creative testing/executions to grow the target audiences in markets selected by the company owners (San Francisco, Boston, Atlanta and New Orleans)
- Created marketing standard operating procedures that focused on creating marketing assets that were directly linked to business key performance indicators including driver app downloads and application completion as well as filling the inbound marketing funnel in HubSpot for new customer attractions and acquisition.

12/17 to 11/18

eBay Corporation (Contract Role)

MARKETING MANAGER (SEM OPERATIONS)

- Managing global engagement and retention SEM marketing including spend optimization for product listing (PLA) and text ads
- Driving audience segmentation testing experiments with the goal of creating high-value target audiences at scale
- Creating multiple forecasting models for tracking of target audience levels and experimentation results using Microsoft ETS Forecasting models

07/2016 to 12/17

Microsoft Corporation (Contract role)

MARKETING MANAGER, GLOBAL BIZ OPS TEAM

- Spearheaded the creation of the communication plan to successfully launch the Microsoft Commerce Cloud to 3 global markets (US, EU, & LATAM)
- Produced three instructional videos in less than 5 days for the US market for less than \$250. A sample may be viewed at <https://youtu.be/HkCV1TwnEYY>
- Dramatically reduced the time (-20hrs+ per week) devoted to tracking and reporting of new Bank Card Issuers for the Microsoft Wallet application by installing and managing an automated process for new issuers to sign up for access to tools & resources
- Supervised the automation of the communication pipelines for Global Testing escalations and account deprecation processes reducing team time investment by 10hrs a week

4/2011 to 3/2016

Amazon.com

AMAZON STUDENT (PRIME) BRAND MARKETING MANAGER

- Drove the \$5M+ off-platform display advertising budget planning for Amazon Student Prime that grew new user sign ups by +19.8% YoY
- Successfully led the launch of a new branding campaign for Amazon Student branding that pivoted away from user cost savings to a story based narrative highlighting the time savings that allowed the Amazon Student (Prime) members to participate in fun events of their choosing

- Ran the testing of new campaign channels (YouTube, Spotify, inbound email marketing, etc.) that lead to the launch of a back-to-school plan that reduced costs by \$15% YoY but increased total reach by 13% YoY.
- Managed the creation of multiple video and audio advertisements including :15 and :30 second spots for Pandora and :30 and :60 second spots for YouTube.com. Samples may be viewed here: <https://www.youtube.com/watch?v=pi3RUgEAqy4>
- Slashed costs of the Amazon Student Prime Scholarship marketing by 90% while increasing the YoY signups by 16%

RETAIL TRAINING PROGRAM MANAGER

- Established & guided the Amazon Retail Training Onboarding Pilot Program for new employees & presented it to 300+ new retail employees in less than 2 months to reduce the onboarding ramp time by 33% YoY based on employee survey data
- Shepherded 12 monthly sales presentation coaching sessions to 150+ attendees per session worldwide, covering topics from new product launches to retail process improvement trainings

VENDOR SERVICES MARKETING MANAGER

- Conceived & launched the International Vendor Negotiation Sales & Marketing Presentation Portal to 2,500 Vendor Managers with a worldwide adoption rate of 90% within 3 months of launch by using a test/learn approach to sales story content creation and optimization
- Designed & copy wrote multiple vendor facing global sales presentations using internal and third-party data such as ForeSee, comScore, Hoovers, Quantcast, and Nielsen to create compelling new vendor onboarding presentations and reducing global team time devoted to presentation creation by 25% YoY (~122.5K man hours per year)
- Recruited and coached presentation stakeholders in 6 EU countries (France, UK, Italy, Germany, Spain & Portugal), China, and 2 LATAM countries (Brazil & Mexico) to drive localization & optimization of materials, reducing translation costs by 100%

5/2008 to 4/2011

DRIVEpm Online Media Network (Microsoft Media Network)

SALES DEV TEAM MANAGER (APS)

- Managed team of 3 US based marketing professionals (2 in NY, 1 in Seattle) who created all pre and post-sale presentations for 14 sales professionals and 20 sales assistants nationwide and as a result increased the number of sales presentations for the sales team 17% year-over-year and exceeded \$3 million in directly attributed sales within 6 months of team launch
- Planned and managed ad campaigns for Proctor & Gamble, Hot-Pockets, and T-Mobile with \$500K+ ad revenue each
- Launched 5 value-added online advertising display products that assisted in generating \$3 million in new ad revenue within 1 year

3/2001 to 4/2008

The Seattle Times Company

ONLINE MEDIA MANAGER

- Won International Newspaper Marketing Association Award "Best Industry Newsletter" (2007)
- Developed marketing plans that drove more than \$4 million in year-over-year revenue growth for the online advertising sales team

MEDIA RESEARCH ANALYST

CERTIFICATIONS

10/2017	HubSpot Content Marketing
3/2016	Google Adwords
5/2016	HubSpot Inbound Marketing
5/2016	HubSpot Email Marketing
3/2007	Media Buying Academy

EDUCATION

University of Oregon, School of Journalism