

# RENEE PLATTO

## DIGITAL EXPERT

### WORK BACKGROUND

#### OWNER

*ROW digital, Aug 2023 to Present*

- Develops digital plans based on individual company needs
- Provides and implements social and brand strategy
- Plan, manage and execute SEO strategy based on individual company needs
- Provides website UX recommendations and implementation

#### DIGITAL MARKETING MANAGER

*Esker, Nov 2015 to Aug 2023*

- Presents digital recommendations to the Corporate team in France
- Plans, executes and manages all tests and changes to Esker's website (Drupal) and blog (WordPress)
- Plan, executes and manages ABM strategy
- Manages social media profiles
- Manages paid advertisement
- Manages video development and presence
- Implements and manages SEO
- Measures and reports KPI's per channel
- Maintains yearly educational training on trends and insights

#### ASSISTANT ACCOUNT MANAGER

*Sortis Internet Marketing, Nov 2013 - Oct 2015*

- Implemented changes to eCommerce platforms
- Executed keyword research and competitor analysis
- Managed communication of outside vendors
- Assisted in other web content projects

### EDUCATION BACKGROUND

*UNIVERSITY OF WISCONSIN - EAU CLAIRE*

*Bachelor of Business Administration, Spring 2013*

- Graduated with Latin Honors, Magna Cum Laude
- Marketing Analytics Emphasis
- Financial Management Assoc., Social Events Chair
- National Society of Leadership and Success



### CORE SKILLS

Web Development, SEO, Social Media Strategy, Blog Strategy, Account Based Marketing Strategy, Reporting & KPIs, Project Management, Vendor & Team Management

### SOFTWARE USAGE

Marketo, Demandbase, Salesforce, Drift, Drupal, WordPress, Unbounce, SEMrush, Vidyard, Google Analytics, Google Adwords, CrazyEgg, Hootsuite, Canva, Leadforensics, Zoominfo, Microsoft Suite


### CAREER HIGHLIGHTS

- 🔖 Created 111 opportunities in 1 year through chat platform
- 🔖 Influenced over \$145 million dollars in opportunity revenue
- 🔖 Increased organic traffic by 80%
- 🔖 Increased social following by 73%
- 🔖 Increased blog subscriber by 82% and blog traffic by 74%
- 🔖 Successfully migrated and continuously improved Esker.com
- 🔖 On-boarded and nationally rolled out ABM effort
- 🔖 Launched and managed a corporate parent resource group

### CONTACT DETAILS:

✉ [reneeplatto@thedigitalrow.com](mailto:reneeplatto@thedigitalrow.com)

🌐 [thedigitalrow.com](http://thedigitalrow.com)

 [/in/renee-platto](https://www.linkedin.com/in/renee-platto)