

STEPHANIE HAMMAR

DIGITAL MARKETING LEADER/DEVELOPER/PROJECT MANAGER

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👤 linkedin.com/in/stfne

EDUCATION

SANTA CLARA UNIVERSITY

Santa Clara, California
3.8 GPA

ROME UNIVERSITY OF FINE ART

PAINTING & FIGURE DRAWING
Rome, Italy

KEY SKILLS

Salesforce

Lead Generation

Project Management

Process Improvement

User Experience

Negotiation

Microsoft Office Suite

Adobe Creative Suite

HTML/CSS/SQL

Analytics

AWARDS

2014 MAME Finalist

Email Marketing
Marketing and Merchandising
Excellence
2014

Sacramento Silver Addy

Illustration
2008

PROFESSIONAL PROFILE

Dynamic and creative digital marketing knowledge worker/manager. Expert in email marketing and architecting digital marketing programs and processes, including coding. Well versed in integration of B2B and B2C marketing campaigns including Email, SEM/SEO, Display, Facebook, YouTube, and CRM.

+ **Salesforce Certified Marketing Cloud Email Specialist**

PROFESSIONAL PROFILE

SUPERVISOR, DIGITAL MARKETING

Centene Corporation / Rancho Cordova, California / September 2015 - Present
(Through acquisition of Health Net)

- Implemented and managed the Salesforce Marketing Cloud for the national medicare marketing department
- Designed, developed, and managed lead conversion and lead nurturing email campaigns
- Managed website content updates using Adobe Experience Manager
- Supervised a team of three digital marketing specialists
- Supported the executive team with tracking the budget for the national Medicare Marketing Department
- Managed the development of lead acquisition campaigns for 18 health plans across the country
- Negotiated SOWs and pricing with agencies on a project-by-project basis
- Worked with outside agencies to develop materials for national campaigns
- Presented campaign performance to the medicare marketing team
- Led cross-functional teams, including Sales Operations, in connecting web lead forms and Salesforce Marketing Cloud with Salesforce CRM
- Created SharePoint site for the Digital Marketing team's production work and campaign management
- Personally updated SEM landing pages with Health Net's CMS tool, TeamSite
- Created/updated dynamic web experiences for A/B testing and analytics tracking with Adobe Test&Target
- Onboarded and managed SEO program, BrightEdge, and performed research on competitive performance
- Integrated and analyzed Google Analytics and other tracking methods