

M.J. Safra

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MARKETING EXECUTIVE

Results driven marketing leader in marketing management, digital strategy, search engine optimization (SEO) and a strong blend of expertise in traditional marketing and new channels, including search engine marketing (SEM) and social media marketing (SMM). Industry experience in software, telecommunications, travel, staffing & recruiting and education.

AREAS OF EXPERTISE

- Strategic Marketing Planning
- Salesforce.com and Act-On
- Trade Show Marketing & Lead Conversion
- Marketing Collateral / Corporate Identity
- New-Product Development & Rollout
- Product Positioning
- Financial Accountability
- Marketing Staff & Departmental Leadership

EXPERIENCE

Complia Health, Boca Raton, FL

2015 to Present

Privately held, \$38.8 million global enterprise software company serving home health care agencies across the USA, Canada and Australia. Software products include Procura, ContinuLink, Igea, Suncoast and Progresia.

Director of Marketing

- Direct the entire Marketing department programs including lead generation and sales enablement, corporate branding and communications, SEO/SEM, social media, public relations and event marketing.
- Salesforce.com administrator for all campaigns, reports, dashboards and processes.
- Act-On marketing automation administrator for lead generation and brand awareness.
- Manage \$900k marketing budget.
- Direct a team spread across four offices in three countries.
- Significant accomplishments include:
 - Increased inbound raw leads 43% YOY, established lead nurturing and scoring program to drive leads through pipeline, delivering 1400 marketing qualified leads and driving more than \$8MM in additional pipeline, a 90% increase YOY.
 - Rebuilt lead generation program from the ground up with emphasis on executing an inbound/outbound lead generation effort, wrapped around automated triggers and content.
 - Rebuilt SEO and SEM programs to deliver faster/better results.
 - Complete rebranding effort including new corporate name, new visual identity, new core messaging and execution across all parts of our public experience, launched and delivered within nine months from start of project.
 - Established an aggressive content development and publishing effort to support lead gen with content across blogs, white papers, videos, webinars, and more.
 - Rebuilt the corporate websites, collapsing five websites into a single experience with built-in lead gen and search visibility.

Digital Media Arts College, Boca Raton, FL

2010 to 2015

Privately held, degree granting college specializing in Web Design, Computer Animation and Graphic Design

Director of Marketing

- Developed and implemented marketing campaigns designed to strengthen brand positioning, generate leads and improve student enrollment rate.
- Oversaw the entire Marketing Department programs including lead generation, CRM, Website, Social Media, Public Relations, Brand, Fulfillment, and SEO/SEM.

- Strategized and implemented media plans through multiple channels, including pay per click, TV, print, display, direct mail, email, and out-of-home advertising.
- Significant accomplishments include:
 - 54% increase in new student enrollments and starts year over year.
 - Digital Media Arts College school record for new enrollments and starts in 2012 and 2013.
 - Lowered direct cost per start by 13% year over year.
 - 33% growth in DMAC website visits, 22% growth in average visit duration and an improved overall page view percentage of 86%.

AlertSite, Fort Lauderdale, FL

2007 to 2010

Privately held, \$3.7 million leading global provider of Web application management solutions

Director of Marketing

- Directed all marketing initiatives for innovative company providing Web application management solutions.
- Developed marketing strategy, message, identity, and marketing collateral; directed PR, advertising, pay-per-click and trade show marketing to build awareness in the Web application management industry.
- Managed \$650k marketing budget.
- Significant accomplishments include:
 - Designed and implemented white paper lead generation campaigns with *InformationWeek*, *CIO* and *Internet Retailer*, generating more than \$928k in pipeline revenue.
 - Piloted the company's initial trade show participation, generating a 5:1 ROI.
 - 64% increase in overall sales in 2008.
 - Lead the redesign of AlertSite and Data Search Network websites to improve user experience and optimize site content.

Spherion, Fort Lauderdale, FL

2004 to 2007

Publicly held, \$1.71 billion Fortune 1000 national staffing and recruitment firm

Marketing Manager

- Drove marketing strategy and programs for two product lines totaling \$60M in sales.
- Led full-scale marketing and advertising initiatives to drive brand awareness and ensure elevated positioning.
- Managed production printed collateral, advertising, trade shows, and product support; contributed to design of corporate websites.
- Managed \$700k marketing budget.
- Significant accomplishments include:
 - Designed and executed multimedia campaigns that increased sales by 19% in 2006.
 - Engineered and launched the elite professional placement services brand, *The Mergis Group*.
 - Spearheaded total marketing strategy for newly introduced 3rd *Careers Services*.

Alamo Rent A Car and National Car Rental, Fort Lauderdale, FL

1999 to 2004

Privately held, \$3.5 billion subsidiaries of Enterprise Holdings

Marketing Manager

- Developed and implemented strategic sales and marketing programs for the Alamo and National car rental brands designed to increase brand awareness, revenue growth and profitability of corporate accounts.
- Performed revenue management, including past performance and forward-trend analysis, yield, and volume optimization management.
- Significant accomplishments include:
 - Increased corporate and domestic tour channel revenue growth by 23% in 2003.
 - Managed revenue and expense budgets, consistently exceeding established goals.
 - Achieved 3:1 ROI in year one by introducing multiple new products and services, such as kiosk boarding pass check-in, top-of-the-line stroller rentals, and two-way radio rentals.

EDUCATION

Master of Business Administration (MBA)

Nova Southeastern University, Fort Lauderdale, FL

Bachelor of Science in Marketing

University of South Florida, Tampa, FL