

MICHELE MAGINN

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PROFESSIONAL SUMMARY

Relationship-focused Client Success and Marketing Professional with a proven track record in enhancing client satisfaction by serving a first-class experience. Adept at guiding clients through onboarding, providing comprehensive training, and developing strategies based on the analysis of success metrics. Effectively builds strong cross-functional partnerships to refine business processes, resulting in increased efficiency. Strong and effective communication skills with the ability to develop personal connections with internal and external stakeholders. Adaptable to changing markets and shifting areas of focus. Eager to continuously expand my knowledge base and learn new products and systems.

EXPERIENCE

Intrinsic Digital Marketing | (REMOTE)

Senior Account Executive

Sept 2024 – Present

Manage and nurture long-term relationships for a portfolio of high revenue Key Accounts (up to 235 locations) and ensure needs are met and expectations exceeded. Closely monitor campaign metrics, current market trends and industry shifts in order to provide tailored solutions for optimal performance. Continuously provide client feedback and personal input to maximize client experience and improve internal operations.

- Create custom playbooks outlining service expectations and workflow management for each account.
- Conduct monthly and quarterly business meetings to review performance, provide recommendations, identify areas of improvement, and present new strategies to further optimize campaign results.
- Partner with Sales Team to drive upsell opportunities and develop retention strategies.
- Lead ongoing cross-functional initiative to identify and implement process improvements for managing monthly updates to creative assets.
- Key participant in DataHub operational committee that is responsible for the planning and implementation of multiple software program integrations into HubSpot, our primary client and data resource.
- Mentor and train new team members on best practices for task management and organization.

Client Success Manager

Jul 2023 – Sept 2024

Build and maintain strong client relationships as the primary point of contact within our apartment, restaurant, hotel, and retail verticals. Core responsibilities for account management include: onboard new locations, execute training calls, analyze campaign metrics, offer recommendations to optimize performance, promptly resolve issues, effectively communicate product changes.

- Awarded Rookie of the Year 2023 for the Client Success Team.
- Manage location-based digital marketing campaigns (geofencing, CTV, social) for a portfolio of 35+ clients across up to 200 locations, while maintaining 7/7 client satisfaction scores.
- Execute 10-15 client meetings per month to review campaign strategies and budget spend, identify areas for improvement, and provide ongoing training to ensure effective usage and understanding of geofencing technology.
- Active participation in strategy and operational committees to continuously improve the efficiency of project management workflows and processes within Asana and HubSpot.
- Partner with creative team to review accuracy and quality of deliverables (display ads, videos, geofence conversion zones).

Celebrity Home Loans/LeaderOne Financial | Greenwood Village, CO

Jul 2016 – Feb 2023

Marketing Operations & Onboarding Manager

Responsible for creating and implementing marketing strategies for production team as well as developing brand, DayOne Mortgage Group (DBA). Facilitated all employee and branch onboarding, serving as team concierge between cross-functional departments. Nurtured culture by planning various team-building and charity events. Monitored and identified opportunities for production growth and cost savings. Consistently collaborated with team, including one direct report, to improve processes for increased customer success and satisfaction.

- Contributed to growth of team from 4 employees to 40, increasing total annual volume from \$25,000,000 to \$230,000,000 in our peak year.
- Account management of all marketing software for 24 Loan Originators, including creation/deployment of B2C and B2B marketing content through various digital channels.
- Provided training for team of 40 on various marketing & internal software applications, offering guidance on most effective utilization to stay top of mind and capitalize on production opportunities.
- Played integral role in Corporate Marketing Optimization Project focused on creating complete lead management system using automated campaigns/tasks, resulting in 60% increase in lead to application conversion.
- Project management: adoption/training of new SaaS programs, marketing material design, website development.
- Consistently reviewed CRM and industry software analytics to identify highest source of business and areas of opportunity, resulting in 5% increase in production volume per month.
- Oversaw development/management of social media content.
- Developed employee onboarding process (document collection, account set up, compliance requirements, policies & procedures acknowledgment) to ensure proper communication and management of timelines between cross-functional corporate departments (HR, Licensing, Facilities, Legal, Marketing, IT).
- Onboarded 6 branches/38 individuals with 100% Loan Originator retention.
- Tracked and reported monthly units/volume across region.
- Increased brand awareness by driving client reviews from 50 to over 600.

Pacific Union Real Estate | Orinda, CA

Jul 2003 – Sept 2010

Regional Marketing Manager

Responsible for marketing/advertising/PR, and quality control of marketing for regional offices. Provided training for staff, managers, and agents on all software applications.

- Managed marketing and advertising requests for 120 agents, with 3 direct reports.
- Created/managed all advertising and marketing materials, including risk management and grammatical proofing of content (average 100 ads/month).
- Corresponded with 5-10 newspapers/magazines on a weekly basis to place and proof ads, as well as process all advertising invoices.
- Project management: Intranet development, design of listing presentation materials, direct mail marketing calendar, community events, and new marketing technology initiatives.

EDUCATION

University of Colorado, Boulder

Aug 1999 – May 2003

Bachelor of Science, Business Administration

Emphasis on Marketing and Human Resource Management

CHARITABLE EVENTS

St. Jude Walk/Run

Managed promotional marketing campaigns for our fundraising goals. Raised over \$5,000 for childhood cancer research.

Annual Turkey Drive (2016 – 2022) - *Benefitting the Denver Rescue Mission*

Managed logistical planning and promotional marketing campaigns. 80-100 turkeys collected each year, in addition to various dry/canned goods and \$1,000 - \$1,500 in donations.

Annual Halloween Candy Drive (2017 – 2022) - *Benefitting Operation Gratitude and Soldiers Angels*

Managed logistical planning and promotional marketing campaigns. 700 – 1,000 pounds of candy collected each year for our troops and first responders.

SKILLS

Asana, HubSpot Platform (Certified), Adobe Indesign, Adobe Photoshop, TapClicks, Simpli.fi, Microsoft Office, Google Platform