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Digital Marketing Leader

Expertise in all stages of strategic development and creative execution of online acquisition, retention and conversion solutions for global marketing organizations



Executive Summary

Digital Marketing Leader highly effective in leading cross-functional teams to deliver cutting edge online marketing campaigns that have had high impact and measurable results at major companies including MasterCard Worldwide and Wyndham Hotel Group. Proven talent in executing digital programs that stimulate brand awareness, increase customer acquisition, retention and conversion metrics. Unique ability to understand customer needs and translate those needs into integrated marketing solutions.



Critical Skill Set

- Digital Strategy
- Digital Marketing
- B2C/B2B Marketing
- E-Commerce
- Project Management
- Cross Team Collaboration
- Creative Direction
- Website Development
- Content Management
- Customer Insight
- Quant/Qual Analysis
- Integrated MarCom



Professional Employment History

KAREN PEREIRA CONSULTING, New York, NY
Digital Marketing Consultant

2011-Present

Provide direction to small businesses and non-profit start-up on website development, including strategy, design, site architecture, style guide creation, content development and use of Content Management Systems (CMS). Offer insights into website best practices that can be leveraged and aligned with their mission and business priorities. Identify opportunities to improve user experience in areas of design and content strategy to meet organizations' strategic objectives of acquiring sponsors and clients.

- Successfully collaborated with founder to create and edit entire website content. Streamlined content more clearly communicated mission and activities.
- Serve as Content Manager and liaison between business owners' and respective technology support, resulting in accurate and timely execution of updates.



WYNDHAM HOTEL GROUP (NYSE: WYN), Parsippany, NJ**Manager: Global E-Commerce**

2010-2011

Key member of creative development team tasked with identifying elements that provided distinctive online brand identity for 11 brands under Wyndham umbrella. Defined user experience enhancements that delivered against E-Commerce strategy to acquire and convert site visitors. Improved customer experience/competitive advantage through close collaboration with individual Brands, PMO, IT and Product Management teams. Transformed Wyndham Hotel Group websites to advanced hubs for E-Commerce. Cross-functional team effort resulted in enhancement of value proposition for site visitors and franchisees.

- Drove improvements in features and functions of user experience by gathering and creating business and technical requirements. Addressed site architecture, nomenclature, content strategy, and imagery. Enhancements were designed to have positive impact on online conversion/sales and were validated in usability testing.
- Directed development of creative briefs, wireframes, and usability studies by digital agency. Actions ensured brand attributes were conveyed in creative process and reflected in websites' look and feel.
- Conducted competitive marketing analysis, capturing best practices to shape site development.

MASTERCARD WORLDWIDE (NYSE: MA), Purchase, NY

1998 – 2009

Director/Marketing Leader: GLOBAL DIGITAL MARKETING (2007 – 2009)**Program Manager: GLOBAL DIGITAL MARKETING (2004 – 2007)****Coordinator: GLOBAL MARKETING (2000 – 2004)****Consultant: CONTRACTED THROUGH MANPOWER INC. (1998 – 2000)**

Continuously promoted to position of Director/Marketing Leader to spearhead development of online marketing programs that focused on creating compelling digital experiences to promote brand awareness and usage of MasterCard products and services. Supported B2C and B2B strategic initiatives. Strengthened corporate integrity among merchant populations and fostered customer acquisition and retention opportunities. Specialized in optimizing assets to drive commerce digitally by referring site visitors to merchant partner sites to make purchases, and bank sites to acquire MasterCard cards. Administered budgets of up to \$3M.

- Incorporated 360° marketing communications approach leveraging TV, Print, Search Engine Optimization (SEO), Search Engine Marketing (SEM), and viral tactics. Generated optimal targeted web traffic.
- Led creation and production of viral web video program and social media placement, leveraging wit and humor of celebrity Peyton Manning that improved World MasterCard® content traffic by 6%.
- Collaborated to create dynamic user interface to support merchant offer program and corresponding asset management platform resulting in 7% increase in referral traffic to merchant partner sites. Achievements recognized with *"Customer Gold Award"*.

- Led development and implementation of comScore continuous site satisfaction survey to pinpoint consumer insights, expectations, and improve overall brand impression. Findings enabled creation of content tailored to target markets.
- Designed executive management dashboard that improved analysis of Key Performance Indicators (KPIs) and helped determine ROI.
- Increased client participation 140% YOY in co-brand/white label program designed to increase usage of MasterCard cards by presenting program attributes to issuing banks.
- Managed the “Find-A-Card” online acquisition program. Delivered qualified leads at competitive cost per click to issuing banks enrolled in program.
- Spearheaded the launch of World MasterCard® and About Our Cards consumer product content sections of website, creating better acquisition opportunities tied to product features. Awarded “Customer Gold Award” for results achieved.
- Corporate reputation improved and lead generation increased by managing redesign of B2B merchant site. New content incorporated business insights, tools, data, acceptance requirements and interchange rates.

TRAVELERS (NYSE: TRV), Purchase, NY

Supervisor: LIABILITY CLAIM DEPARTMENT

1992 – 1997

Managed team of ten employees in creating and processing Liability, Auto, Property and Workers’ Compensation claims. Implemented programs to streamline tasks, improve accuracy, and expedite claim coding and data entry.



Education, Accreditations, Affiliations & Volunteerism

- MBA, with Honors, HAGAN SCHOOL OF BUSINESS, IONA COLLEGE, New Rochelle, NY. Information and Decision Technology Management. E-Commerce Certificate
- BA, HERBERT H. LEHMAN COLLEGE, Bronx, NY. Biology. New York State Elementary Education Certification
- Project Management Preparation Certificate, VILLANOVA UNIVERSITY
- Advanced E-Mail Marketing Certificate, eMarketing Association (eMA)
- Design Thinking/Human Centered Design Certificate, +Acumen/IDEO.org
- Project Management Institute (PMI), eMA, American Marketing Association (AMA), and Beta Sigma Gama Honor Society
- Volunteer Work: Habitat for Humanity – “Women Build” Participant; Taproot Foundation – Qualified Volunteer



Computer Skills

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|---------------------|--------------------------|---------------------------|
| • Microsoft Office | • Microsoft Sharepoint | • Teamsite |
| • Microsoft Project | • Dreamweaver/ Fireworks | • Wordpress |
| • Microsoft Visio | • Photoshop | • Oracle Financials GL/AP |
| • Microsoft Outlook | • Omniture | • Oracle Procurement |

Note: Currently resides in Riverdale, NY 10471