

Karlie DiPietro

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EXPERIENCE

Marketing Director, PrimoHoagies Franchising, INC.

June 2022 – Current

- Oversees the entire Marketing Department to drive sales & build brand awareness by using a data-driven approach including social media marketing, email marketing, direct mail, SEO, blogs, paid ads, radio, TV, and streaming.
- Manage all aspects related to the production and implementation of campaigns.
- Create the marketing strategy for the year/quarters, making sure all is executed correctly & promptly.
- Prepare and manage the overall marketing budget.
- Manage & continuously train an entire team to make sure the marketing department runs smoothly and approve workflows to ensure materials are following regulations and branding.
- Implement effective radio, commercial, and billboard buys.
- Built sustainable relationships with vendors, agencies, and franchisees.
- Manage 100+ franchisees marketing strategies on top of the brands to maintain a common brand identity and achieve the same overall goals.
- Analyze and improve sales by tracking analytics, setting goals, and implementing continuous improvement strategies.
- Work with team members to create monthly reporting on specific marketing KPIs like conversion rate, cost per lead, social engagement, ROI, and traffic.

Marketing Coordinator, PrimoHoagies Franchising, INC.

March 2022 – June 2022

- Market Research to understand the trends and customer preferences.
- Creating engaging and informative content for the website, blog, social media, and Linktree.
- Growing the social media accounts drastically in a short span of time.
- Identified new channel placement and partnership opportunities, growing organically generated content, and supporting internal team.
- Built the brands presence and campaigns through organic content as well as paid marketing channels such as content marketing, PPC advertising, SEO, social media advertising, email campaigns, lead generation initiatives, copywriting, and comprehensive performance analytics of the marketing campaigns.
- Attended events, conferences, meetings & grand openings around the country in new markets.
- Evaluated market trends & supported brands marketing initiatives.

Event Marketing Coordinator, Stars and Stripes Harley Davidson

Langhorne, PA – JUNE 2021 – March 2022

- Oversaw all aspects of planning and management of events and marketing initiatives of different sizes and purposes for a 10 location multi-unit owner.
- Establishing and maintaining relationships with vendors and venues.
- Develop and implement marketing and advertising campaigns to drive more business to the northeast locations.
- Manage all organizations social media platforms.
- Create and develop PowerPoint presentations for monthly marketing meetings with General Manager and department heads.
- Followed Harley-Davidson corporate brand guidelines, and marketing initiatives by making sure they are implemented correctly & to the best of my ability.

Marketing Associate, Digital Supply Inc.

Philadelphia, PA – November 2020- JUNE 2021

- Manage daily administrative tasks to ensure the Marketing department runs smoothly.
- Implement meetings with clients to guarantee their needs are met.
- Coordinate and support the development of communication between the agency and the client.
- Gather and analyze consumer behavior of target market.
- Sufficiently use CRM platform.
- Implement, promote, and manage digital marketing campaigns.
- Help grow Instagram Accounts, YouTube Channels, Facebook Pages, and Email Lists.

Event Coordinator, Field House

Philadelphia, PA. – OCT. 2018 – MARCH 2020

- Promoted events, booked parties, produced email campaigns, and maintained social media accounts.
- Responsible for setup, entertainment, food, and marketing of events ranging from 200 – 2,000 people.
- Prepared contracts, proposals, and forms that were accurately distributed.
- Managed follow-up communications with clients.

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EDUCATION

Bachelor of Arts, General Studies: Communications and Marketing

Rowan University, Glassboro, NJ

SKILLS & CERTIFICATIONS: Microsoft Office Suite, Social Media Management (Hootsuite and Sprout Social), Organization, Leadership, Communication, Collaboration, Teamwork, HubSpot, Canva, Adobe Premier Pro, Adobe Illustrator, Adobe Acrobat, Basic Photoshop Skills, Meta Business Suite, MailChimp, Salesforce, Google Analytics Individual Certification, Google Ads Display Certification, Asana, and Canva.

