

Mary Kay Murdaugh

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SUMMARY

Results-oriented leader with over 15 years experience. Specialties include internet advertising with an emphasis on email marketing, search engine optimization, and maximizing return on investment. Diverse industry experience including travel and tourism, automotive, manufacturing, retail and outdoor education. Self-starter, innovative, and demonstrated track record of strong performance with measurable results.

WORK EXPERIENCE

Crested Butte Mountain Resort, Crested Butte, Colorado

May 2005 – March 2008

Internet Marketing Manager

Manage online marketing activities for the ski resort, including oversight for four websites, creation and execution of online advertising plan, and management of email marketing programs.

- Implemented a new email marketing system to improve online communications with current and potential guests. Programs include targeted email campaigns for seasonal lodging specials, pre-arrival welcome letters, post-departure “thank you” and surveys, meetings and conferences, and snow reports.
- Implemented Google Analytics to facilitate tracking and analyzing online marketing campaigns and return on investment.
- Plan, create, execute and evaluate the online advertising plan, including paid search engine advertising, banner ad programs, and email promotions on travel-related websites.
- Implemented an open source content management system to centralize the maintenance of the ski resort website and 3 hotel websites.
- Financial responsibility for online advertising and technical infrastructure budgets.
- Report to VP of Marketing and coordinate with all levels of the organization, including Central Reservations, Ticket Office, Property Management, Public Relations, Human Resources, and Ski School, up to the CEO.

Alpineer, Crested Butte, Colorado

October 2003 – May 2005

E-commerce Manager

Responsible for e-commerce operations for outdoor retailer’s three web sites:

www.telemarkski.com, www.alpineer.com and www.skateski.com.

- Manage day-to-day e-commerce operations, including customer service; web site technical design, development, and maintenance; marketing and advertising; content creation and updates
- Oversee and monitor print and online marketing campaigns, including magazine ads, search engine marketing, banner ads, targeted e-mails to newsletter subscribers, and Winter Sweepstakes
- Evaluated, selected and implemented new Point of Sale system for the retail store
- Migrated web sites from a static environment to a dynamic, database-driven platform
- Evaluated web traffic analysis and tracking software packages to enhance understanding of site visitor behavior and improve efficiency of keyword marketing programs

Trails Wilderness School, St. Louis, MO and Jackson, WY

April 2002 – August 2003

Assistant Director

Supervised Outdoor Education programs for teens and pre-teens.

- Designed, developed, and maintained 2 new web sites
- Marketed programs to prospective students, parents, and teachers
- Prepared and taught sessions during staff training

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Instructor

Led teen groups on wilderness trips involving backpacking, camping, rock climbing, white water rafting and kayaking. Provided a safe, supportive environment for education, cooperation and fun in the outdoors. Engaged individuals in activities to encourage self-confidence, responsibility, and leadership.

Dimension Data / Proxicom, Chicago, IL

Sep. 1999 – Feb. 2002

Consultant / Project Manager

Performed overall project management for complex, multi-vendor website initiatives for Fortune 500 clients. Responsibilities included oversight of strategic, technical, creative, and partner teams, overall delivery accountability, issue resolution, status reporting, adherence to budget. Reported to and coordinated with all levels up to the CIO.

Electronic Data Systems, Detroit, MI and Chicago, IL

Sep. 1992 – Sep. 1999

Project Manager

Oversaw all aspects of traditional systems development, including business requirements definition, technical design, programming, quality assurance, and customer satisfaction. Coordinated technical infrastructure and development teams, ensured compliance to project schedules, managed financial budgets, and achieved target delivery dates.

Systems Engineer

Completed programming training program, coded software programs, resolved systems problems, conducted user training, and functioned as liaison between business and technical teams.

EDUCATION

Loyola University, Chicago, IL

Oct. 1996 – Jan. 1999

Masters of Business Administration

Marquette University, Milwaukee, WI

Sep. 1988 – May 1992

Bachelors of Science, Business Administration / MIS

References available upon request