

# Gabrielle Martin

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Highly accomplished Digital Marketing Specialist with a proven track record of driving revenue growth and brand engagement for global leaders. Recognized for leading digital marketing initiatives across three major wholesale hearing aid subbrands (Signia, Widex, and Rexton), collectively generating over \$650 million in annual revenue. Expertise in leveraging data-driven strategies, marketing automation, and cross-functional collaboration to achieve exceptional results, including a \$1 million revenue contribution through innovative Salesforce Marketing Cloud journeys.

## SKILLS & TOOLS

- Self starter with strong communication skills.
- Wordpress, Sitecore, GA4, Google Search Console
- Proven track record for content creation, social media management and copywriting within fast paced environments with multiple competing deadlines.
- Salesforce, Marketing Cloud, Constant Contact, MailChimp
- LinkedIn, Hootsuite, Sprout Social, Brandwatch
- Project management (Asana, ClickUp, Airtable)
- Active student of AI tools and mastery for workflow and ethical marketing innovation.

## EXPERIENCE

### **Digital Marketing Specialist - WS Audiology**

*Global B2B hearing aid supplier and manufacturer company with headquarters in Hauppauge, NY*

#### **Oct 2023 - Present**

- Lead digital marketing efforts for three global hearing aid subbrands (Signia, Widex, and Rexton), collectively generating over \$650 million in annual revenue.
- Drove a 10% increase in email open rates and a 2% increase in CTR, while also improving customer experience for \$1M+ revenue-generating programs, by implementing strategic email automations within Salesforce Marketing Cloud.
- Supported brand awareness objectives by providing strategic leadership to cross-functional influencer marketing campaigns, contributing to a 50% increase in social media impressions.
- Collaborate with senior-level colleagues and stakeholders to define strategy and then spearheaded the execution of integrated marketing campaigns that directly support key business goals.
- Established KPIs, benchmarks, and standardized reporting presented monthly to leadership to optimize campaign performance.
- Supported the development and implementation of a LinkedIn B2B social selling strategy that resulted in 66% engagement increase.
- Drove a 110%+ increase in social media reach by leading the Instagram launch of Widex USA, optimizing content and social calendar strategy to avoid additional team workload.
- Manage B2B and B2C digital channels, including email marketing, social media, paid media (via agency), website content, and third-party platforms.
- Streamlined workflows to reclaim 26% of team resources by eliminating collaboration bottlenecks.
- Mentor colleagues on digital marketing best practices, including the implementation of video, increasing our monthly engagement rate by 2% without any additional cost to the company.

### **Associate SEO Manager - Bio Recovery and National Crime Scene Cleanup (NCSC)**

*Nationwide B2B and B2C biohazard cleanup company headquartered in Patchogue, NY*

#### **Mar 2021 - Sept 2023**

- Led nationwide biohazard cleanup company's SEO efforts, achieving a 26% increase in search engine visibility.
- Mentored and managed a team of SEO specialists, disseminating on and off-page strategies.
- Collaborated with internal departments to optimize service pages.

- Strategized and executed a content creation calendar for company blogs that raised daily average organic clicks from 25 to 500 a day (3,764%) and lowered the bounce rate from 79% to 38% in a 26-month period.
- Wrote blog articles that perform above average industry engagement rate, at an average of 2 minutes spent on each article, and generate buzz on social media.

### **Social Media Manager - SmartPack USA**

*B2B restaurant supplier and wholesaler*

**Jul 2020 - Mar 2021**

- Collaborated directly with Influencers to raise organic engagement rate on Facebook and Instagram by 25% and increase Instagram following by 50% in one month.
- Implemented paid social ad awareness campaigns, resulting in an 80% increase in Facebook and Instagram impressions.
- Designed infographics for website and social media that raised average engagement by 16%.
- Worked with internal departments to enhance over 50 website pages.

### **Digital Marketing Specialist - Engraving Nation (TwincO Mfg. Co., Inc.)**

*Startup B2C eCommerce company focusing on customizable engravable signs*

**Nov 2019 - Mar 2020**

- Strategized and executed a successful on and off-site SEO campaign that ranked the company's start-up eCommerce website by 110% for competitive target keywords in just two weeks.
- Developed a digital marketing plan and built an eCommerce website using Wordpress and Woocommerce in under 3 months.

### **SEO Manager - Dynamic Creations**

*B2B white label eliquid manufacturer with one B2C eCommerce brand*

**Aug 2018 - Nov 2019**

- Increased Google rankings by 110% within 3 months for lead generation site, ranking 2nd position for targeted keywords.
- Initiated a workflow that streamlined internal department collaboration to help free internal resources by 28%.
- Executed a content creation plan that helped increase the organic traffic of eCommerce and lead generation sites by 8% each month.

### **Web Designer and Developer - On Top Visibility**

*A full-service marketing agency with an emphasis on SEO and B2B*

**Jan 2018 - Aug 2018**

- Followed best practices to implement WordPress themes or plugin features or fixes.
- Designed and prototyped website layouts, implemented after client and internal department approval and collaboration.
- Answered phones and technical questions or concerns in an informative, professional, and friendly manner.
- Met with key stakeholders and team members weekly to identify marketing objectives and provide appropriate recommendations.

### **Freelance Web Developer**

**Mar 2014 - Jan 2018**

- Managed website development and maintenance needs of 12-15 different clients and teams.
- Planned and built over 50 applications from scratch.

### **CERTIFICATIONS, EDUCATION & TRAINING**

- **Google Analytics certified, issued March 2025 (Cert #136148881)**
- **LinkedIn Learning and Sugarpunch Social Media Masterclasses**
- **Superpath and Women in Tech SEO Community Mentorship Programs, 2023-2025**
- **BA in Marketing and Psychology, 3.51 GPA, cum laude, Stony Brook University, NY**

### **INTERESTS AND HOBBIES**

Fitness, Health, Food, Technology, Trends, Reading, Education, Music, Concerts, Science & Data