

Danyelle Sarkozi

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Goal-oriented, data-driven marketing enthusiast

Marketing Manager, Europe Express

August 2021 – Currently

- Drive go-to-market strategies with 10 of our top-performing partners to build and execute annual targeted plans based off analytics, data and trends
- Develop and optimize paid, earned and owned channels resulting in 25% YOY growth
- Scale and manage end-to-end projects that align with business goals and improve the user experience in collaboration with internal stakeholders including sales, product and creative teams
- Oversee content marketing strategy that drives conversions, supports onboarding to post-purchase, and shares compelling and relevant messaging to our customers
- Accountable for entire brand marketing budget
- Deliver clear channel and campaign reporting to executive leadership
- Manage marketing team deliverables, training, and development

Associate Marketing Manager, Europe Express

May 2018 – August 2021

- Oversaw brand growth 30% YOY with annual average revenue growth of \$16M and our highest-selling year in company history
- Research, analyze and execute on new channels or existing channel gaps for new customer acquisition and growing brand awareness
- Extensively grew education program by increasing webinar registrations by 60% YOY through multi-channel marketing
- Design and build targeted landing pages and email campaigns
- Managed marketing team deliverables, trainings, and development

Advertising Specialist, Europe Express

July 2015 – April 2018

- Developed and executed on B2B and B2C marketing deliverables including blog posts, banner ads, emails, flyers and print advertising
- Organized marketing tactics and contributed to marketing plans per partner which oversaw average growth of 25% per partner YOY
- Worked with internal stakeholders such as reservations, product and accounting to conduct marketing strategy and content plans
- Analyzed user metrics to determine gaps in the user journey
- Adapted new trends and research and worked with internal stakeholders such as reservations, product and accounting to conduct marketing strategy and content plans