

Robin E Watterworth

Digital Operations | People Leader

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EXPERIENCE

LastPass, Boston, MN – Senior Digital Marketer

January 2024 - Present

Managing Paid Social and third party PPC campaigns

Collaborates cross departments to utilize best targeting for both B2B and B2C

Establishes A/B testing plan for best KPI results

Analyzes reporting regularly for best optimization, then to report back to shareholders on best practices

Kroboth Consulting, Falls Church, VA – Digital Marketing Strategist

August 2023 - Present

Creates and pitches new marketing strategies for both existing and new business campaigns

Campaign planning and optimization to reach KPI

Execution of social campaigns with A/B testing

Analysis and reporting to clients to improve evergreen campaigns

Thomson Reuters, Eagan, MN – Senior Digital Marketer

September 2021 - August 2023

Collaborates with Campaign Planning team to define paid media strategies in accordance with brand goals and overall company business objectives

Defines Display, Content Syndication and other paid media campaigns, in partnership with internal resources and/or external agencies

Analyzes and interprets digital performance/analytics data on an ongoing basis; identifies trends and actionable insights for continuous optimization.

Establishes relevant KPIs for the various channels, campaigns and tests

UnityWorks Media: JDPower, Bloomington, MN – Ad Operations Supervisor

January 2014 - September 2021

Manage day to day workflow for Digital Media Team, to create and optimize thousands of campaigns per month towards KPIs

Align with clients by presenting monthly reports and strategizing for continued

SKILLS

Adaptability

Campaign Analysis

Coaching and Development

Communication

Data Analysis

Efficiency Improvement

Leadership

Programmatic Marketing

Social Marketing

Strategic Planning

Technologies

Adobe Ad Cloud

Adobe Analytics

Amazon DSP

DV360

Google Ads

GA4

LinkedIn Ads

Meta Business Suite

Microsoft 360 Suite

Tableau

success

Use online media research and planning tools to analyze media habits and strategies

Trains and reviews Ad Operations teams to grow skills and improve efficiencies

Wells Fargo Home Mortgage, Minneapolis, MN – *Loan Document Specialist*

April 2012 - September 2013

Create and reviewed home closing documents for accuracy

Generated internal reports for closing specialists' efficiency

Trained new employees on in house software procedures

Volunteer

North Star Roller Derby, Minneapolis, MN

September 2008 - present

Training/Recruiting Committee, Production Committee, Marketing Committee, Board of Directors

RollerCon, Las Vegas, NV

August 2009 - Present

HQ Admin Manager, Sponsorship Manager, Registration Manager, Direct Box Office Experience, Onsite Media Liaison, On Site Vendor Manager

Bitty Kitty Brigade, Minneapolis, MN

August 2020 - Present

Foster volunteer for weaned kittens