

# Adam Bockler

## Digital Marketing Project Manager

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### WORK EXPERIENCE

#### **ONEFIRE / Project Manager / 2018 - Present, Peoria, IL**

- Plans, manages, and executes multiple digital marketing programs for clients in IT, finance, insurance, manufacturing, and workplace learning.
- Serves as principal communicator with clients, internal stakeholders, and external vendors.
- Creates a mix of platforms including digital advertising, content creation, email marketing, PR, and more.
- Analyzes and evaluates ROI of digital marketing campaigns.
- Identifies timelines, budgets, KPIs, deliverables, and milestones; allocates appropriate resources.

#### **Key Achievements at ONEFIRE**

- Retained all clients through recent renewal periods, and increased revenue for each by at least 11% and up to 86%.
- Delivered 123% increase in website visits and 347% increase in new contacts for one client YOY 2019-2020.

#### **Float / Communications Manager / 2011 - 2017, Morton, IL**

- Established and executed comprehensive marketing strategy to strengthen brand position.
- Led CRM and marketing automation platform implementation & strategy.

### SKILLS

Leadership. Time management. Attention to detail. Organization. HubSpot. Basecamp. Slack. Google Drive (Docs, Sheets, Slides).

### EDUCATION & CERTIFICATIONS

**HubSpot** - Inbound. Inbound Marketing. Client Management. Content Marketing. CMS Hub Implementation. Service Hub Software.

**Coursera** - Digital Marketing.

**Bradley University** - B.S., Communications (Journalism) & Interactive Media, *summa cum laude*