

Grace E. MacDougall

www.gracemacdougall.com

(703) 298-8461 | Grace.macdougall23@gmail.com

Experience

Bungalow

Senior Marketing Manager, Demand Generation

New York, NY

Nov 2022 - Mar 2023

- Conducted advanced A/B experimentation throughout the user journey, improving conversion rates by 36%
- Established a scalable growth framework by reviving slowing channels and adding in new growth levers, while reducing CAC by 124% in 3 months
- Collaborated with cross-functional teams to develop and optimize go-to-market strategies, UX, and performance
- Managed communications, product and sales team to overhaul our lifecycle strategy, increasing engagements by 32%
- Led the development of a referral program, using metrics such as CAC, CR, and referral rate to evaluate its effectiveness

Programs: Segment | Metabase | Periscope | Webflow | Google Analytics | VWO | Amplitude | Figma | Hotjar | Customer.io | Salesforce

Skills: Product Marketing | Partner relationships | Funnel Optimizations | CRO | Data & Analytics | Growth | Multivariate Testing | Communication

Piñata

Brand Marketing & Growth Manager

New York, NY

Jun 2021 – Oct 2022

- Identified and validated new campaigns and growth strategies, achieving 200% MoM user growth
- Executed mid-funnel campaigns that increased conversion rates from 7% to 25%, significantly lowering CAC in the process
- Created brand guidelines to align product and marketing on creative direction, decreasing landing page bounces by 21%
- Worked with product and lifecycle teams to build out our marketplace to increase user retention by 31%

Programs: Looker | Impact | Google Data Studio | Facebook | AppsFlyer | LeanPlum | Salesforce | Contently | Zendesk | Google Display

Skills: CX | Co-Marketing | OOH | Community Building | Product Launches | Brand Development | Go-to-Market Strategy | Affiliate Marketing

Grey Advertising

Content Strategist

New York, NY

Mar 2019 – Jun 2021

- Managed the Grey brand globally, including its website, PR, social, and other content, increasing traffic by 220%
- Partnered with Betaworks Ventures to advise early-stage startups from a branding and performance perspective
- Nominated for a Webby for the Best Use of Video for developing AARP's TikTok strategy
- Developed brand identity and playbooks decks for clients like Herbal Essence, AARP, Armand de Brignac and more

Programs: Airtable | Microsoft Suite | Keynote | Sprout Social | Wix | TikTok | Facebook Business Suite | LinkedIn Marketing

Skills: Community Building | Coaching | Social Strategy | Branding | Competitive Analysis | Copywriting | Advertising | Partnerships

LEWIS Global

Digital Marketing Specialist

New York, NY

Jun 2018 – Mar 2019

- Developed an integrated, global digital campaign that increased click through rates to key landing pages by 39.5%
- Created a real-time social insights program resulting in a 12.8% increase in engagements and 15.6% increase in subscribers

Skills: Product Marketing | UX | SaaS Marketing | Digital Marketing | B2B marketing | Partner Development | SEO | Digital Marketing | SEM

Burson Cohn & Wolfe

Digital CSA

New York, NY

Aug 2017 - Jun 2018

- Increased organic traffic by 212% in six months for a Fortune 50 company's community site
- Owned growth strategy for clients including lifecycle, product releases, influencers, performance, analytics and more
- Audited and tested demographics and creative assets to increase ROI on paid campaigns as much as 200%

Skills: Brandwatch | Excel | Influencer Management | Mailchimp | Product Marketing | Product Development | Wordpress | Business Development

DEVENEY

Senior Digital Associate

New Orleans, LA

Dec 2015 - May 2017

- Earned four awards for the content strategy program I developed, including a Platinum at the 2017 Hermes Creative
- Managed all paid campaigns throughout the agency, including one that won an IABC Silver Quill, Award of Excellence

Skills: Inbound Marketing | HubSpot | Figma | Account Management | Blog Management | Content Marketing | Shopify | Campaigns | Events

Education

Tulane University, Bachelor of Science in Management, A.B. Freeman School of Business
Merit Scholar, Double Major: Marketing and Management

New Orleans, LA