

# JOIA H. MADURO

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## PROFESSIONAL SUMMARY

Results-oriented Digital Marketing Strategist with over 10 years of experience in developing and executing high-impact marketing strategies for B2B and B2C channels. Proven track record of implementing new marketing functions, driving brand awareness, and enhancing customer engagement through innovative digital marketing campaigns. Adept at managing projects from concept to execution and utilizing analytics to inform strategic initiatives. Seeking PT role to enhance a company's marketing initiatives across various platforms.

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## CORE COMPETENCIES

- Project Liaison
  - Social Media Management
  - Content Strategy & Scheduling
  - Facebook Advertising
  - E-commerce Marketing
  - Email Marketing & Campaign Management
  - Graphic & Video Design
  - Website Development (WordPress/Squarespace) and SEO
  - Paid Advertising Campaigns
  - Copywriting & Market Research
  - Analytical Reporting & Insights
  - Product Marketing & Strategy
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## PROFESSIONAL EXPERIENCE

### Product Marketing iLottery Specialist

*Apr 2023 - Present*

IGT (*Full-time / Hybrid / Atlanta GA*)

- Serve as the primary liaison between the Georgia Lottery and game studio, facilitating effective communication and collaboration to finalize game testing and approval processes.
- Oversee the iLottery Diggi and Quick Win game roadmap, ensuring successful game delivery/launches of 24 new games annually by overseeing timelines, resources, and stakeholder expectations.
- Develop and implement streamlined workflow processes for communication among third-party game vendors, enhancing collaboration and ensuring timely delivery.
- Conduct smoke and QA testing in game environments, ensuring that the functionality of the product meets standard requirements before launch.
- Produce postmortem analyses to evaluate project outcomes and workflow effectiveness, providing actionable insights for future improvements.
- Collaborate with product development and account management teams to communicate project deadlines, ensuring alignment with customer needs.
- Organize presentation decks based off new product features from other state iLottery competitors and present to interactive team and client to enhance understanding of eInstant games in other markets.
- Troubleshoot and communicate any errors in game software or missing content/data that is crucial to completing Working Papers for pending game launch.

### Marketing Communications Strategist

*Feb 2023 - Sept 2024*

Empowerment Resource Center Inc. (*Part-time / Remote*)

- Spearheaded the development of quarterly marketing analysis decks, providing leadership with actionable insights to optimize marketing strategies.

- Designed and implemented internal communication plans to enhance client retention and satisfaction, proposing and overseeing innovative marketing initiatives.
- Developed a wide range of marketing collateral, ensuring alignment with branding guidelines and effective communication of organizational messaging.
- Served as a Digital Marketing Consultant, leading efforts to update core information on the website and in email campaigns to enhance engagement.
- Conducted market research to identify target audiences and refine messaging, resulting in a more in depth understanding of the messaging to audiences.
- Established paid ad campaigns utilizing this information to enhance client satisfaction.
- Organized webinars and workshops to educate clients and stakeholders, increasing community awareness and engagement.
- Collaborated with external partners for co-marketing initiatives, expanding reach and enhancing brand visibility.

### **Events Marketing Coordinator (Field Marketing)**

*Aug 2022 - Feb 2023*

Code42 (*Part-time Contract / Remote*)

- Established a coordinated project workflow of post-mortem communications following CISO attendees at local and regional cybersecurity events.
- Supported external event-related marketing activities, by focusing on execution of sharing follow up email communication for pre- and post-event outreach, overseeing the creation of dedicated landing pages and follow-up emails
- Analyzed Monday workflow sheets by uploading lists of CISO attendees to their respective events to execute Salesforce and Marketo program requests and builds.
- Supported content creation guided by corporate messaging and customer service guidelines, leading to presentations of event briefs.

### **Digital Marketing Strategist**

*Aug 2021 - Jul 2022*

The Salvation Army Southern Territory HQ (*Full-time / Atlanta, GA*)

- Developed targeted emergency disaster email campaigns, leading a team to achieve a \$2M increase in donor acquisition during Hurricane Ida relief efforts.
- Collaborated with southern divisions to enhance email marketing automation and social media engagement, establishing best practices.
- Integrated online and offline fundraising strategies, mentoring team members on storytelling techniques and digital engagement strategies.
- Conducted A/B testing on email campaigns to optimize open and click-through rates.
- Implemented a donor feedback loop to refine messaging and enhance fundraising strategies, resulting in higher donor satisfaction.
- Managed the digital marketing budget, ensuring effective resource allocation across campaigns and maximizing ROI.
- Spearheaded website user experiences, collaborating with IT and design teams to improve navigation.

### **Digital Marketing Strategist & Coordinator**

*Jan 2021 - Jun 2021*

TREF Legacy Center (*One-Year Temp Contract / East Point, GA*)

- Developed comprehensive content strategies for push marketing initiatives, significantly increasing website membership sales.
- Analyzed attendee reports to assess user engagement and ticket sales, providing data-driven recommendations for newsletter, website, and event campaign optimization.
- Propelled ticket sales growth by implementing tracking systems and targeted paid ad campaigns.
- Achieved a 15.4% increase in Instagram engagement and a 160% rise in content interactions within 30 days.

- Organized community-based events to promote membership, collaborating with local organizations to enhance outreach for program trainers and event attendance.
- Curated social media content for organic posts and paid ads of weekly onsite events, ultimately leading to a developed monthly budget for paid ad campaigns for specific events.
- Co-collaborated with external partners for co-marketing initiatives, expanding community reach and enhancing brand visibility.

### **Outreach Marketing Support**

*Jun 2019 – Oct 2020*

AECOM – GA Commute Options (*Full time | Atlanta, GA*)

- Lead team Graphic Designer that supported a team of 14 for the execution of requested promotional materials for outreach led by Field Advisors.
- Drafted internal and external print and digital events correspondence for employer pamphletting, lunch & learns, conferences, and school events.
- Promoted clean commuter option initiatives and earned incentives through e-newsletters, building interactive websites & local events
- Conducted research and synthesized information for TDM projects, GCO events & presentations.

### **Digital Marketing Manager**

*Nov 2017– Apr 2019*

Improveat (*Full time | Atlanta, GA*)

- Conceptualized targeting strategies for whole food B2C niche-focused audience, vendors, and distributors by utilizing placement and product strategies on multiple channels.
- Drafted positioning strategies to reach niche audience outside of social channels [online anti-inflammatory digestive/FODMAP groups & marketplaces].
- Expanded consumer engagement by 16% in Q3 and Q4 (2018) by growing awareness of product by increasing messaging on E-commerce online marketplace hubs through responsive call-to-action-campaigns.
- Focused on the development of streamlining digital deliverables through food & beverage trends market research, digital automation softwares, and influencer markets.
- Personalized email campaigns through identification of target’s needs by repurposing social media presence and utilizing affiliations and cross-marketing sustainability tactics.
- Chief graphic designer for all content (Kickstarter campaign, Shopify site, and monthly food digest newsletters (MailChimp)); increased direct web orders by 12% after launch.
- Spearheaded the migration of content/ad copy collateral from Volusion to Shopify.
- Utilized SEO principles for on-site and off-site organic traffic.

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## **EDUCATION**

### **Master of Science in Marketing Communications**

Franklin University, Columbus, OH | May 2014

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## **PROFESSIONAL AFFILIATION**

### **American Marketing Association (AMA)**

- Member, Atlanta Chapter