

# Becky Binns

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## OVERVIEW

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Becky Binns is a marketing communications professional with extensive agency and ecommerce experience, along with a writing-intensive educational background. She possesses a deep understanding of the display channel, having executed numerous revenue-building and brand awareness campaigns. Additional channels she has worked with include: affiliate marketing, paid search, radio, television, print, and outdoor. She seeks a full-time marketing role in the Milwaukee-area that will allow her to expand her skill set and take on new responsibilities.

## AREAS OF EXPERTISE

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Microsoft Word, Excel, and PowerPoint	Strategic Development	Market Research
Online Campaign Management	Social Media	Budget Optimization

## EXPERIENCE

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**Media Coordinator**, BuySeasons, Inc., New Berlin, WI Mar. 2015-Jan 2016

- Managed cost tracking and streamlined weekly reporting process across three brands and four channels
- Bolstered display performance by managing day-to-day bid activity to achieve revenue goals
- Assumed manager responsibilities two weeks post-hire for over two months while the role was unfilled
- Alerted VP of an inefficient display partner, then administered full RFP process with minimal supervision
- Identified opportunities for paid search keyword expansion after self-teaching to attain AdWords certification
- Supervised the creation of display ads and coupon codes for affiliate marketing agency
- Collaborated with vendors/agencies to align campaigns with product launches and sales initiatives

**Media Coordinator (promoted from Media Intern)**, HY Connect, Milwaukee, WI Dec. 2012-Mar. 2015

- Budgeted for, executed, and analyzed weather-triggered display campaigns
- Assembled client-ready quarterly competitive spend and share of voice reports
- Authorized and distributed radio/television traffic with clear and concise instructions
- Negotiated campaign proposals with media vendors to drive down costs and increase value
- Researched industry trends to support and create year-long media plans for clients

**Marketing/Account Service Intern**, Primum Marketing Communications, Milwaukee, WI Aug. 2012-Dec. 2012

- Tripled the profit on a project with research on organizational trends for social media
- Co-planned and executed James Bond-themed 7<sup>th</sup> anniversary party with over 150 attendees
- Developed tutorials on professional social media usage to educate clientele

**Volunteer Event Coordinator**, Wisconsin Figure Skating Club, Milwaukee, WI July 2005-present

- Manage the hospitality for officials and competitors from the U.S., Argentina, Russia, and Sweden
- Delegate and schedule responsibilities amongst the volunteer group
- Diffused a crisis situation by implementing an emergency competition relocation

## OTHER ACTIVITIES

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**United States Figure Skating**—Gold level figure skating judge Aug. 2007-present

**Figure Skating Club of Marquette University**—Co-founder, VP, Competitor Aug. 2011-May 2013

## EDUCATION AND PROFESSIONAL DEVELOPMENT

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B.A.: Communication Studies | Minors: Public Relations and English Lit | Marquette University, Milwaukee, WI  
Alpha Sigma Nu: Jesuit Honors, Lambda Pi Eta: Communications Honors, Sigma Tau Delta: English Honors