ELISA HODAPP, PMP

773-577-0030 | elisahodapp@gmail.com | elisahodapp.com | linkedin.com/in/elisabh

Professional Summary

Award-winning Marketing Executive with over 15 years of experience leading innovative, data-driven strategies that drive brand growth, market penetration, and revenue impact across B2B and B2C industries. Proven success in campaign development, brand positioning, digital transformation, and enterprise personalization initiatives. Combines strong creative direction with analytical rigor to build high-performing teams, optimize ROI, and navigate complex cross-functional projects in fast-paced environments.

Core Competencies

Executive Marketing Strategy • Product & Brand Positioning • Integrated Campaign Development • Personalization & CRM • Digital Marketing & SEO/SEM • GTM Planning • UX/UI Alignment • Cross-Functional Leadership • Data Analytics & KPI Reporting • Team Development & Agile Project Management

Professional Experience

Web Tech Fusion – Remote, FL
Director of Digital Marketing & Creative Strategy | 2022–Present

- Spearheaded GTM campaigns and brand transformations across healthcare, home services, and retail industries.
- Delivered a 60% increase in leads and 40% sales growth for a regional MEP provider through integrated content, SEO/SEM, and paid media strategy.
- Led cross-functional teams in executing omnichannel campaigns including video, social, web, and broadcast.
- Developed scalable digital content framework, increasing web traffic by 70% and boosting local engagement by 35%.
- Streamlined creative operations, reducing project timelines by 35% through workflow optimization.

Imprint Design Co. – Niceville, FL
Principal Brand Consultant | 2021–Present

- Founded and scaled a profitable consultancy delivering design and brand strategy to nonprofits and national organizations.
- Reimagined the brand identity for a national political science association across multi-year campaigns, reaching 2,000+ attendees.
- Created cohesive, cross-platform content including print, digital, and motion graphics to strengthen community engagement.

United Airlines – Chicago, IL & Remote
Senior Manager – Personalization & Offer Optimization | 2014–2020

- Co-created and launched a personalization platform that generated $100M+ in incremental revenue through dynamic content delivery.
- Directed agile marketing technology projects with $2.5M+ budgets and 50+ team members, integrating sales, product, and data teams.
- Led enterprise-level CRM enhancements and advanced analytics tools, resulting in $20M in first-year ROI.
- Defined strategic KPIs and UX measurement tools aligned with customer journey optimization.

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United Airlines – Chicago, IL & Remote

Marketing & Sales IT Project Manager | 2012–2014

- Delivered real-time sales dashboards and reporting tools, improving booking visibility and trend analysis cycles by up to 30 days.
- Partnered with UX and product leaders to define scalable campaign measurement frameworks.

United Airlines – Chicago, IL

Senior Analyst, Marketing Analytics | 2007–2012

- Reduced departmental reporting costs by $120K and improved turnaround times by 96%.
- Managed global pricing and payment strategy analytics, contributing to $42M in annual savings through model optimization.

Education

- B.S., Airport Management & Operations – Bowling Green State University
  - Internships-United States Air Force, Pentagon, Washington, DC
- B.A., Graphic Design – Kentucky Wesleyan College
  - Internship-ABC Group – Corporate Communications

Certifications

- Project Management Professional (PMP)
- Professional Scrum Master (PSM I)
- ICAgile Certified Professional
- Google Ads Certified – Video, Search, Display
- Adobe Certified Visual Design Professional
- Private Pilot

Tools & Technical Proficiency

Adobe Creative Suite • Figma • WordPress • Google Ads • Meta Business Manager • Google Analytics • HubSpot • SQL • Salesforce • GA4 • Microsoft Project • JIRA • Slack • Zoom