

# ELISA HODAPP, PMP

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## MARKETING STRATEGY, DIGITAL GROWTH & CUSTOMER PERSONALIZATION LEADER

Marketing leader with 15+ years of experience driving digital growth, brand transformation, and enterprise personalization across aviation, professional services, nonprofit, and technology sectors. Proven ability to translate marketing strategy, analytics, and customer insights into scalable programs that accelerate revenue and engagement. Known for aligning marketing, product, and technology teams to deliver data-driven go-to-market strategies and high-impact digital experiences.

## EXECUTIVE IMPACT

- \$100M+ incremental revenue generated through enterprise personalization platform and dynamic content targeting
- 60% increase in qualified leads and 40% sales growth through integrated digital marketing strategy
- \$20M first-year ROI from CRM and marketing technology optimization initiatives
- 70% website traffic growth and 35% engagement increase through scalable content and SEO framework
- \$120K annual reporting cost reduction and 96% faster turnaround through analytics automation
- \$42M operational cost savings driven by pricing and payment analytics improvements

## CORE LEADERSHIP CAPABILITIES

Executive Marketing Strategy • Product & Brand Positioning • Integrated Campaign Development • Go-to-Market Strategy • Enterprise Personalization & CRM • Digital Marketing (SEO/SEM, Paid Media) • UX & Customer Journey Optimization • Marketing Analytics & KPI Frameworks • Cross-Functional Leadership • Agile Marketing Operations • Team Leadership & Development • Digital Transformation Initiatives

## PROFESSIONAL EXPERIENCE

### Web Tech Fusion – Remote, FL

Director of Digital Marketing & Creative Strategy | March 2022–Present

- Direct integrated marketing strategy and cross-functional teams across marketing, creative, and development to drive digital growth, revenue acceleration, and demand generation for healthcare, home services, and retail clients.
- Orchestrated integrated GTM marketing campaigns spanning content, SEO/SEM, paid media, and digital channels that increased qualified leads 60% and drove 40% sales growth for a regional MEP provider
- Led cross-functional teams across marketing, creative, and development to launch omnichannel campaigns across web, social, video, and broadcast channels, expanding brand reach and engagement
- Architected a scalable digital content framework that increased website traffic 70% and strengthened local audience engagement 35%
- Optimized marketing production workflows and creative operations, reducing campaign delivery timelines 35% while improving cross-team coordination

## **Imprint Design Co. – Niceville, FL**

Principal Brand Consultant | January 2021–Present

- Founder of strategic brand consultancy delivering creative direction, campaign design, and marketing strategy for nonprofit organizations and national associations
- Led brand transformation initiatives, including a multi-year identity redesign for a national political science association supporting conferences with 2,000+ attendees
- Developed integrated cross-platform content strategies spanning print, digital, and motion design to strengthen community engagement and brand visibility

## **United Airlines – Chicago, IL & Remote**

Senior Manager – Personalization & Offer Optimization | June 2014– November 2020

- Contributed to transforming United’s digital marketing ecosystem through enterprise personalization and advanced analytics, co-designing and launching a platform that generated \$100M+ in incremental revenue through dynamic content and targeted offers.
- Led agile marketing technology initiatives, managing \$2.5M program budgets and 50+ cross-functional stakeholders across marketing, engineering, data science, and product
- Implemented enterprise CRM enhancements and advanced analytics tools that delivered \$20M first-year ROI through improved targeting and marketing performance
- Established KPI frameworks and customer journey measurement systems that strengthened visibility into marketing effectiveness and enabled data-driven optimization

## **United Airlines – Chicago, IL & Remote**

Marketing & Sales IT Project Manager | June 2012– June 2014

- Managed high-impact marketing analytics and reporting initiatives supporting sales performance and digital commerce strategy
- Delivered real-time sales dashboards and performance reporting systems that improved booking visibility and reduced analysis cycles by up to 30 days
- Partnered with UX, product, and marketing teams to develop scalable campaign measurement frameworks that enhanced performance insights across marketing initiatives

## **United Airlines – Chicago, IL**

Senior Analyst, Marketing Analytics | July 2007– June 2012

- Reduced departmental reporting costs by \$120K annually while improving reporting turnaround times 96% through process optimization and automation
- Delivered pricing and payment strategy analytics that contributed to \$42M in annual cost savings through model optimization and performance analysis

## **EDUCATION**

- B.S., Airport Management & Operations – Bowling Green State University
- B.A., Graphic Design – Kentucky Wesleyan College

## **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

## **TECHNOLOGY**

### **Design & Content Platforms**

Figma, Adobe Creative Suite, WordPress

### **Marketing & Analytics Platforms**

CRM, Marketing Automation, SEO/SEM Tools