

TARYN MORRISON

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Professional Summary

Experienced Digital Marketing Specialist with 10+ years in email development, campaign management, and digital strategy. Skilled in HTML5, responsive design, and automation platforms (Pardot, Marketo, Knack, Salesforce). Proven record of improving campaign performance, streamlining workflows, and enhancing customer engagement through data-driven insights. Adept at bridging creative design with technical execution to deliver high-impact marketing solutions.

Work Experience

Marketing Specialist – Google Operations Center

Feb 2025 – Present · Remote (Atlanta, GA)

- Developed and executed multi-channel marketing campaigns utilizing Marketo and Salesforce to enhance brand visibility.
- Created targeted audience segments and optimized email nurture flows, resulting in improved engagement rates.
- Collaborated with analytics and web teams to refine conversion paths, leading to a measurable increase in lead generation.
- Documented scalable processes for campaign automation, streamlining future marketing efforts.

Digital Marketing Specialist – TEKsystems

Sept 2023 – Oct 2024

- Designed and coded responsive HTML email templates, ensuring cross-platform compatibility and accessibility.
- Built and optimized Pardot email campaigns and landing pages, improving engagement rates by X%.
- Partnered with Salesforce teams to align campaigns with CRM data and enhance reporting accuracy.
- Utilized Google Analytics to monitor campaign performance and user behavior for data-driven adjustments.
- Implemented SEO strategies that improved website visibility and organic rankings.

Digital Marketing Specialist – Dream Launch Lab

Jan 2014 – Jan 2023

- Developed and tested HTML templates and landing pages within Pardot and Marketo.
- Executed automation workflows and segmentation strategies to increase lead conversion.
- Curated and scheduled multi-channel content to boost brand awareness and customer retention.
- Managed PPC campaigns and optimized ad spend, achieving higher ROI across channels.
- Created detailed performance reports to guide strategic marketing decisions.

Freelance Designer – Self

Jan 2010 – Jan 2014

- Created brand identities and digital assets, ensuring cohesive client communication.
- Built websites and email marketing campaigns using HTML/CSS.
- Consulted with clients to define brand direction, increasing customer reach and online presence.

Digital Marketing – GE Money

Jan 2008 – Jan 2009

- Designed and executed targeted email campaigns, increasing conversions by X%.
- Implemented SEO and PPC strategies to expand online reach and brand visibility.
- Produced analytics reports to evaluate campaign effectiveness and optimize strategies.

Skills

- Email Development (HTML5, CSS, Responsive Design)
- Pardot, Marketo, Knack, Salesforce Integration
- Campaign Analytics & Reporting (Google Analytics, Pardot Reports)
- SEO & PPC Optimization
- Adobe Creative Suite (Photoshop, Illustrator)
- Content Creation & Brand Marketing
- Automation Workflows, A/B Testing, Dynamic Content

Certifications

- HTML5 Certified
- Google Analytics 4 Certified
- Google Ads Search Certification (2025)
- Content Marketing Certification (2025)
- Marketo Certified Professional
- Knak Certified
- Asana Certified