

# Robert Rupp

Experienced Digital Marketing Specialist with 20 Years of Professional Digital Marketing & Technology Experience

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## EXPERIENCE

### **Vortex Companies, Houston, TX** *Digital Marketing Director*

JANUARY 2019 - MAY 2020

Improved search performance by 1500%.  
Improved website traffic by 3000%.  
Acquired 55-65 qualified sales leads per month.  
Increased sales close ratio on online leads from 22% to 55%.  
Executed digital marketing plans for family of 7 brands  
Built and managed vortexcompanies.com, shoptrenchless.com

### **Vortex Companies, Houston, TX** *Director of IT & Digital Marketing*

APRIL 2018 - JANUARY 2019

Managed, audited and budgeted corporate infrastructure  
Deployed SaaS software for up to 400 company employees  
Directed MSP / technology partner to assist in operations  
Led company successfully through Microsoft Licensing Audit  
Procured advanced IT hardware for 10 company locations  
Installed multi-site, cloud-based surveillance system  
Reduced theft and incidents through video surveillance

### **Baird Consulting, Annapolis, MD** *Agency Partner, Lead Digital Consultant*

JUNE 2016 - JANUARY 2018

Specialized in helping small to mid-sized industrial manufacturing businesses grow quickly and efficiently by leveraging expertise in digital marketing, lead gen, demand gen and SaaS.

### **DZINE9 LLC, Williamsport, PA** *Agency Owner, Founder*

JANUARY 2011 - OCTOBER 2014

Executed digital marketing strategies for customers in Pennsylvania and across the United States. Specialized in IaaS and SaaS software sales and services, website design, search engine marketing, ecommerce website design and cloud technology. The DZINE9, LLC brand and technology assets were sold to Jake Mitchell of Ozias Oilfield Solutions in 2014.

## SKILLS

Art Direction  
Demand Generation  
Digital Media  
Google Suite  
Industrial Design  
Lead Generation  
Marketing Strategy  
Search Optimization  
Wordpress CMS

## CERTS /CREDS

*Behavior Change Specialist*  
National Academy of Sports  
Medicine, May 2020  
Certification: 1200461387

*Ordained Minister, Unitarian*  
University of Sedona, 2021

## LANGUAGES

English

**Compu-Gen Technologies, Williamsport, PA**  
**Sr. Web Engineer**

MARCH 2008 - SEPTEMBER 2010

Built and managed Compu-Gen company website. Designed graphics for Compu-Gen website. Developed lead generation system and monetized website content with Google Adwords. Designed and maintained websites for Compu-Gen technology customers. Implemented search engine optimization strategies to improve sales for Compu-Gen.

**INBOX360, Williamsport, PA**  
**Sr. Creative Director**

JANUARY 2002 - MARCH 2005

Managed a team of 7 creative artists and 3 developers for approximately 100 clients including Pfizer, Harley-Davidson, AAA and The Bob and Tom Show. Specialized in graphic design and email newsletter design. Designed print media campaigns and in-store signage.

**EDUCATION**

**University of Sedona, Sedona, AZ**  
**B.Msc, Bachelors in Metaphysical Science**

JUNE 2018 - DECEMBER 2020

Graduated from University of Sedona with focus on psychology, theology and interpersonal studies to include reasoning and epistemology.

**Art Institute of Pittsburgh, Pittsburgh, PA**  
**Drafting and Visual Design Studies**

JANUARY 2008 - JANUARY 2009

Studied at the Art Institute of Pittsburgh and took classes on architectural design, drafting, visual arts and visual design.

**University of Phoenix, Phoenix, AZ**  
**ASIT, Associates in Visual Communications**

DECEMBER 2006 - JANUARY 2008

Graduated with an associate of science degree with specialization in digital media production / visual communications.