

Marketing Director

Innovative and insightful marketing professional with 15+ years of experience in digital marketing, campaign management, marketing communications, and demand/lead generation across different sectors.

Recognized for reinforcing revenue growth and reaching potential customers by expanding market share and validating new market segments. Remarkable acumen in translating client needs into content marketing campaigns by sustaining deep industry knowledge and market intelligence on industry trends. Strategic executive with expertise in reviewing campaign performance against key performance indicators. Guarantees efficiency and optimization of marketing qualified leads through utilization of various marketing communication tools. Proficient in leadership skills that encourage teams to practice continual improvement, achieve key performance indicators, and thrive.

Area of Expertise

- Branding and Design
- Team Management
- Strategic Planning
- Search Engine Optimization
- Team Leadership
- Content Marketing
- Campaign Execution
- Social Media Marketing
- Demand Generation
- Marketing Analytics
- Marketing Communications
- Cross-functional Collaboration

Career Experience

NCS Multistage, Houston, TX

2022 – Present

Manager of Marketing & Digital Media

Create strategic messaging themes and implement targeted marketing activities for brand positioning. Facilitate sales and business development teams to secure customer engagement opportunities. Oversee four direct reports on marketing team and support their personal growth and career development. Design motion graphics for trade shows to attract target audiences through innovative design approach. Control third-party marketing support resources for branding, including documentation, websites, books, blogs, videos, images, and podcasts.

- Restructured marketing team and department workflows after economic recession period.
- Boosted 1900% inbound sales inquiries and 60% social media engagement using inbound marketing.
- Enhanced brand positioning and uniformity through delivery of messages in line with core values.
- Accomplished 20% of profit growth by increasing market share through application of effective strategies.
- Minimized 25% of overall marketing spend by focusing on cost-effective marketing activities.

Vortex Companies, Houston, TX

2018 – 2020

Digital Marketing Director

2019 – 2020

Designed company website and deployed effective content marketing to preferred customers. Managed marketing analytics and created Google Data Studio dashboards. Collaborated cross-functionally to achieve marketing and business development goals. Executed paid marketing campaigns and performed inbound digital marketing for a family of seven brands. Managed Pardot marketing software to support marketers in identification of prospects.

- Designed company's websites and delivered monthly reports to key stakeholders.
- Designed landing pages and inbound funnel strategies to obtain marketing qualified leads.
- Contracted third party and directed development of virtual reality trade show experience.
- Optimized 1500% search performance and 3K% website traffic using effective content marketing.

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Director of IT & Digital Marketing

2018 - 2019

Supervised IT infrastructure for 400 employees and MSP/technology operations partner. Contributed to Microsoft licensing audit on behalf of company. Led digital marketing efforts to employ different channels, such as search engines, social media, email, and websites to connect with current and potential customers.

- Managed onboarding processes for new employees and set up employee workstations.
- Procured and deployed Ubiquiti networking hardware for 10 company locations.
- Installed multi-site, cloud-based surveillance system to protect company assets.
- Designed and deployed content marketing campaigns to attract new customers.
- Assisted VP Communications with design and implementation of new trade show booth.
- Supported staff with general IT issues, such as network maintenance and workstation upgrades.

Baird Consulting, Annapolis, MD

2016 - 2018

Agency Partner, Lead Digital Consultant

Formulated RFPs utilizing extensive market research for agency clients. Produced video marketing campaigns to impact and drive customer engagement. Suggested effective strategies by presenting analytics for marketing campaign success. Maintained clients' social media presence across digital channels and assessed performance of digital marketing campaigns by establishing and attaining clear key performance metrics.

- Designed trade show booth graphics for agency clients.
- Set up marketing communications software for agency clients.
- Produced high impact product videos and company overviews using Adobe After Effects.
- Performed SEO audits and improved search engine ranking for agency clients.
- Established and communicated ad specifications for customers' brands.
- Shaped inbound marketing plans and conducted periodic audits to improve client ROI.

DZINE9 LLC, Williamsport, PA

2011 - 2016

Digital Marketing Specialist

Executed strategic marketing campaigns via SEO, SEM, PPC, social media, web development, email marketing, content marketing, and video marketing tools. Assessed ROIs and KPIs for marketing clients' business success. Monitored effectiveness of client content strategy to drive brand awareness.

- Developed WordPress websites for clients.
- Executed effective pay-per-click (PPC) campaigns using Google Ads.
- Reviewed digital marketing trends and technologies to remain ahead of competition.

Additional Experience

Sr. Web Engineer, Compu-Gen Technologies, Williamsport, PA & **Sr. Creative Director**, INBOX360, Williamsport, PA

Education & Certifications

Bachelor of Science in Applied Business Ethics, 2020 | University of Sedona, Sedona, AZ

Associate of Arts in Visual Communications, 2008 | University of Phoenix, Phoenix, AZ

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

Technical Proficiencies

Adobe After Effects, Audition, Dreamweaver, Illustrator, Photoshop, Premiere | Microsoft Excel, OneNote, Outlook, Power Automate, Planner, PowerPoint, Word | Lucidchart | Google Analytics, Console, Data Studio, Semrush