

# Robert Rupp

I'm Rob, the experienced data-driven marketer who can help you evolve your marketing function, improve user experience, delight customers, increase close rates, and generate more revenue.

Pearland, Texas  
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## EXPERIENCE

### **NCS Multistage**, Houston, TX *Manager of Marketing & Digital Media*

2021 - 2023

- Rebuilt marketing function after a global economic downturn and improved inbound sales inquiries by more than 500%.
- Trained team on digital marketing and social media marketing and increased overall social media engagement by 60%.
- Led the company toward digital transformation. Managed marketing tools and marketing automation platforms such as Hubspot, Semrush, Lead Forensics and Wordpress.
- Directed design and execution of new trade show display and event format leading to the sale of over \$250,000 worth of product on day one of the trade show, before lunch.
- Boosted market share 200% (15%-45%) within 6 months.
- Contributed to revenue growth of \$37,100,000 (31%) through application of marketing principles and ABM strategies.

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

2018 - 2020

- Directed the digital transformation of the company and set them on a growth path to become the largest supplier in the US.
- Managed a portfolio of 3 wordpress websites and an ecommerce marketplace, while increasing website traffic by nearly 3000%.
- Directed and executed an affordable product-led SEO strategy that improved search engine results by 1500%.
- Managed third party vendors, including management and oversight of the managed services provider (IT) that provided services and technical support to over 400 employees.
- Generated \$500,000 per month ecommerce revenue while managing the first trenchless marketplace in the world.
- Achieved over \$20,000,000 in attributed sales revenue as a result of targeted account-based marketing strategies.

## SKILLS

Copywriting  
Content Marketing  
Digital Marketing  
Graphic Design  
Inbound Marketing  
Marketing Strategy  
SEO / PPC / CTV  
Social Marketing  
Team Leadership  
User Experience (UX)  
Video Production

## SOFTWARE

Adobe Suite  
Google Suite  
Hubspot  
Lead Forensics  
Microsoft Suite  
Semrush

## CERTIFICATIONS

Certified Behavior Change Specialist, #1200461387, NASM, Gilbert AZ

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

2016 - 2018

- Co-founded Baird Consulting, a small advertising agency that generated \$500,000 in revenue over a period of 2 years.
- Provided strategic advice to clients and helped them use effective marketing strategies that delivered measurable results.
- Executed multi-channel marketing campaigns for industrial clients such as Case Mason Filling and Vortex Companies.

**DZINE9 LLC**, Williamsport, PA  
*Business Owner, Digital Consultant*

2011 - 2016

- Founded DZINE9, a cloud solutions provider that resold cloud computing and digital marketing services to customers, a company that generated \$300,000 in revenue. The company was later sold to a client, Ozias Oilfield Solutions, in 2016.

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

2008 - 2010

- Designed and developed websites for Compu-Gen customers.

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

2002 - 2005

- Managed 7 graphic artists and 3 developers for over 100 clients.

## **EDUCATION**

**University of Sedona**, Sedona, AZ  
*BSC.m, Philosophy / Religion*

2019 - 2021

Graduated with a bachelors degree from University of Sedona, majoring in philosophy and religious studies.

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

2006 - 2008

Graduated with an associates degree from University of Phoenix, majoring in visual communications.