

## PROFILE

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Results-oriented and data-driven digital marketing leader with over a decade of hands-on experience launching start-ups, growing existing companies and leading marketing operations targeting consumers, SMBs and enterprise level organizations.

## SKILLS

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### Digital Marketing Automation and Operations

Built rules-based marketing systems connecting CRMs like Salesforce, ecommerce, email marketing, membership websites, social media, webinar, SMS and video marketing systems. Drove tens of thousands of B2C, SMB, and enterprise level leads and generated millions of dollars in online sales.

### Search Engine Optimization

Achieved lasting top 3 rankings in both B2C and B2B verticals in highly competitive markets such as insurance (auto insurance, health insurance, home insurance, life insurance), real estate, IT services and human resources. Optimized the world's largest real estate search engine with tens of millions of webpages in 15 languages across 58 country specific domains and increased SEO traffic to the site by over 190% in only 6 months.

### Email Marketing

Utilized email marketing techniques to generate tens of thousands of leads, increase customer engagement, reinforce branding, promote events and drive direct and assisted sales. Lead development of a highly scalable email marketing platform used by hundreds of companies in the IT support and IT services industry to send millions of email marketing messages annually. Highly proficient in and able to get the most out of email marketing and automation systems such as Pardot, Infusionsoft, Mailchimp, Aweber and GetResponse.

### Digital and Search Engine Marketing

Built and ran pay-per-click accounts with annual budgets over \$1 million. Created hyper-targeted digital marketing campaigns leveraging retargeting/remarketing, LinkedIn advertising, and Facebook advertising to send focused messages based on website activity, demographics, geo-location and personal interests.

### Social Media Marketing

Created and developed a social media marketing service used by over 200 companies in the IT industry that automated marketing on Facebook, Twitter, Google+, LinkedIn, YouTube and blogs. Built and marketed two social media content services that provide blog posts and social media content to marketers and their clients.

### Analytics, Conversion Optimization and Funnel Development

Tested, tracked and optimized website activity, social media activity, conversions, ecommerce transactions and other KPIs across dozens of web properties and millions of web pages. Increased conversion rates by double and triple digits using Google Analytics, Optimizely, Visual Website Optimizer, and Clicktale.

### Leadership and Management

Successfully lead, managed, and mentored teams of up to 14 direct reports. Teams consisted of digital marketers, copywriters, designers, programmers, translators, contractors and outsourcers.

### Product Development

Conceptualized, designed and coded the Smarter Webinar automated webinar system that provides "like-live" webinars for over 500 companies worldwide. Conceptualized and lead the development of an innovative email marketing platform that allows one individual to manage email marketing for 300 client companies. Conceptualized and lead the development of the Content Delivered and Covert Content Lab platforms which provide professional social media and blog content to hundreds of online marketers and their clients.

### Public Speaking

Delivered entertaining and engaging digital marketing related speeches at events and conferences that include Commission Junction University (Santa Barbara, CA), HITECC (Vail, CO), Managed Service Provider University (Chicago, IL and Denver, CO), Six-Figure Summit (Denver, CO), Joe E. Vincent Management Conference (Austin, TX), and the New England XPO for Business (Boston, MA).

## WORK HISTORY

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### Director of Marketing

#### RoundPegg (January 2014 – December 2014)

Employee engagement and culture management software provider that helps companies like Nike and Microsoft quantify and improve organizational culture and performance. Launched marketing operations for the company utilizing SEO, SEM, content marketing, retargeting, PR, email marketing and marketing automation to target enterprise level organizations. Increased inbound leads by 300%.

### Consultant

#### C1 Partners (June 2013 – December 2014)

Consulted with the founders of this successful digital marketing agency to help organize, strategize, and create operational procedures to serve as a foundation for the agency's future growth.

### Director of Internet Marketing / Product Development / Marketing Systems

#### C&C Cabbage Farms, Denver, CO (February 2009 – June 2013)

Startup incubator focused on generating, testing and developing businesses that rapidly move from ideation to profitability. Responsibilities included product development, digital marketing, marketing automation, analytics as well as R&D across all C&C Cabbage Farms properties. These properties include:

**Kutenda** – Leading provider of digital marketing services for IT support and managed service companies using effective, repeatable and low-cost marketing systems.

**Local Income Lab** – Provides training, tools and community resources for business owners that provide online and offline marketing services for small businesses.

**Smarter Webinar** – Platform that provides “like-live” automated webinars, marketing materials and reporting for internet marketers.

### SEO Manager

#### Enormo, Barcelona, ESP (May 2008 – February 2009)

The world's largest property search engine that provided property search results from 58 countries in 15 languages. Managed international multi-location and multi-lingual search engine optimization efforts for the company. Increased targeted SEO traffic by over 190% in only six months.

### Marketing Strategist

#### InsureMe, Englewood, CO (2003 - May 2008)

InsureMe was the second largest online insurance leads vendor in the US. Using digital marketing the company grew from a \$2 million valuation in 2003 to an \$85 million valuation when Bankrate.com purchased it in 2008. Started and lead the digital marketing department at InsureMe. Created millions of leads using tactics that included SEO, PPC, social media, content marketing and affiliate marketing.

### Stockbroker

#### Roth Capital Partners, Newport Beach, CA (1999 – 2001)

Investment banking and brokerage firm specializing in IPO's during the “.com” boom. Was the youngest licensed (Series 7 and Series 63) stockbroker in the firm's history.

## EDUCATION

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### BA Business/Marketing (2001)

California State University Fullerton, Fullerton, CA  
Graduated Cum Laude

## TECHNICAL SKILLS AND SYSTEMS

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HTML, CSS, PHP, Cpanel, WordPress, Photoshop, Microsoft Office Suite, Salesforce, Pardot, Infusionsoft, Aweber, GetResponse, MailChimp, Google Analytics, Google Webmaster Tools, Clicktale, Visual Website Optimizer, iMovie, Garage Band, Flowplayer, Easy Video Suite, Wistia, OptimizePress, 1shoppingcart, 1automationwiz

**KIND WORDS FROM PAST COLLEAGUES**

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**Brent Daily****Co-Founder and COO at RoundPegg in Boulder, CO**

"I have never respected a marketing mind as much as James"

**Elise Mackay****Marketing Manager at RoundPegg in Boulder, CO**

"I had the privilege of having James as a manager at RoundPegg for almost a year. In that time, he proved to be an extremely influential mentor who did an excellent job of leading and educating our marketing team without being overbearing or negligent."

"He provided insight, structure and support throughout multiple large-scale marketing projects, and helped to conceptualize and execute successful marketing campaigns (inbound and outbound) that consistently brought in a steady flow of qualified leads. He is an intelligent, creative, strategic and extremely fun person to work with."

**Felicitas Betzl****Managing Director & Founder at SERPS Invaders in Gibraltar**

"Working with James was a breath of fresh air, as he is not only a seasoned SEO expert but a true online marketing strategist."

"His ability to analyze and forecast data and trends of a website is second to none. He is only happy with his proposed solutions once all angles have been thoroughly investigated and analyzed and the benefits are established."

"His enthusiasm for online marketing is contagious and his ability to create good relationships with other team members is astonishing, as he is not often in the main office, however it is clear that he has managed to build strong relationships with key members of various departments."

"James is not only a knowledgeable strategist, above all he is a great mentor and will gladly support other team members where possible."

**April Hartmeister****Owner & Consultant at April Designs in Denver, Colorado**

"I have worked closely with James for the last two years and can honestly say I'm a better person because of it. James has a true talent for vision and scope. He also has an excellent understanding of what goes on in the Internet realm, and is able to mentor and teach me SEO, PPC and Affiliate practices. I go to James as a confidant and receive superb advice and I can positively say I trust him fully."

**Megan Mahan Fletcher****Content Strategist, Copywriter in Omaha, Nebraska**

"If you're looking for a strategic, skilled marketer to help you raise the visibility of your business, James is the man for the job. Lucky for us, he's an all-around nice guy, too."