
PROFILE

- **“Full-stack” marketer - adept at navigating rapidly evolving and shifting technological landscape.**
- Drove millions in revenue by leading major digital transformations, ecommerce and media campaigns.
- Increased online revenue nearly \$300M and improved brand lift 11 points YOY for key enterprise brand.
- Developed award-winning website and mobile app and pioneered multiple new technologies.
- Named Top 40 Under 40 by the Memphis Business Journal in 2015.
- Added \$1M in social media revenue for non-profit, attracting coverage from New York Times and Mashable.

Skills include:

- Marketing Campaign Management
- Branding
- Media Planning
- Video Creation
- Strategic Planning
- Web Analytics
- Social Media
- Crafting Personalized Experiences
- Digital Advertising
- ECommerce
- Artificial Intelligence
- SEO/SEM

SELECTED LINKEDIN TESTIMONIALS

“Bob is easily the smartest person I know when it comes to online marketing. Not only is he simply brilliant about the every day stuff, but he is so creative about coming up with cool new ideas and promotions.”

Kalisa Hyman, Communication Manager, International Paper

“I always look forward to working with Bob on a project because I know the finished product is going to impress the socks off someone - and we’re going to have a blast while doing it! “

Jonathan Lyons, PR Director, Memphis Convention and Visitors Bureau

“Because he's smart, ahead of the curve and always full of ideas, Bob’s one of my favorite clients!”

Keith Essary, Consultant, Propane Media, LLC

PROFESSIONAL EXPERIENCE

HILTON WORLDWIDE, Memphis TN & Austin TX

2015-Present

Sr. Manager, Brand Marketing

Leads and creates digital strategy and marketing campaigns for Hilton’s largest brand. Focused on planning and execution of \$16M annual media campaign, developing creative, driving prospects to website, improving conversion of high quality customers and shaping the customer journey. Works on a multi-disciplinary team with backgrounds in social media, mobile and enterprise strategy to create the most compelling customer experience.

- **Boosted online revenue nearly \$300M and website visits 15% YOY** by developing and executing customer-centric media campaigns with partners like BuzzFeed, ESPN, Hulu and Spotify.
- Improved overall brand consideration 11 points YOY. **Total brand awareness and consideration registers near the top of the entire portfolio.**
- Consistently hold one of the **highest conversion rates in the company.** During recent holiday sale I helped improve revenue more than \$15M by focusing media activities and partnering with key internal teams.
- Directed our social media strategy and content creation. **Facebook and twitter reach has improved 77% YOY** and our most recent Facebook Live partnership with The Second City had nearly 1M views.

MEMPHIS CONVENTION & VISITORS BUREAU, Memphis TN

2010-2015

Director of Online Marketing

Established the first digital strategy in order to drive travelers to Memphis. Managed a team accountable for online marketing, web analytics, innovation, social media, mobile marketing, user experience, digital brand management and public relations. Oversaw and promoted two websites with combined traffic of 1.7M visits per year. Controlled annual paid media budget of \$500K-\$1M.

Overview: Led complete digital transformation across the organization, resulting in over \$26M in revenue for the Memphis economy through 400,000 consumer and business visitors a year.

- **Drove \$1M in new revenues** (42% increase) by establishing new digital business model that includes behavioral targeting and mobile advertising.
- **Grew website traffic 54%** and delivered continual increases in travel to Memphis.
- Established comprehensive content marketing strategy that includes well-respected blog with 500,000+ visits per year. **Increased blog traffic 300%**.
- Expanded the organization's social media reach (for example **grew Facebook audience from 6,500 to 87,000**) through content strategy, paid advertising and new social media monitoring tools.
- Won industry awards and accolades for development of cutting-edge technology, including iOS/Android App that has been **downloaded 50,000 times**, and unique projects such as Google Trekker (a mapping technology developed in conjunction with Google).
- **Increased email database 44%**, and achieved open/click rates at 2x the industry average, by selecting and leading set up of new CRM system.

ALSAC/ST. JUDE CHILDREN'S RESEARCH HOSPITAL, Memphis TN

2006-2010

Internet e-Marketing Liaison

Joined newly established team and charged with creating and executing first digital marketing strategy for this healthcare related non-profit organization. Managed display advertising along with, paid social media campaigns, email marketing and paid search advertising. Developed media plans. Played key role on multiple cross-functional teams. Controlled total budget of over \$2M.

Overview: Built strong digital marketing foundation, achieving exceptional results and implementing multiple strategies and systems that remain in place to this day.

- **Raised over \$7M in donations** annually via the 'Thanks and Giving' website. Pioneered the use of text messages as a fundraising tool by forging partnership with the newly created Mobile Giving Foundation.
- **Drove over \$1M in revenue** by developing and executing the organization's first social media marketing strategy, including paid and organic. Won prestigious internal award and earned mentions in the New York Times and on Mashable.
- **Achieved 300% ROI** on paid advertising by carefully researching keywords, and monitoring/adjusting campaigns on an ongoing basis.

TECHNICAL SKILLS

Online Marketing: Google Adwords, SEO/SEM, display and mobile advertising, social advertising, working with influencers, content distribution

Analytics: Google Analytics, Adobe Analytics

OS: Mac, PC, iOS, Android, Basic Swift programming

CMS: WordPress, Drupal, HTML

Other: TV production, social video creation, user testing, managing photo shoots

EDUCATION & ADDITIONAL INFORMATION

BS, Finance Major – Wright State University, Dayton OH

Continuing Education, Introduction to Swift – Austin Community College, Austin TX

Affiliations: American Marketing Association

Volunteer Work: University of Texas CDC Parent Activity Council (2017-present), Board Member for Orpheum Crew (2014-2017), Mentor for at-risk youth (2011), Junior Achievement (2003-2006)

Awards:

- Memphis Business Journal Top 40 Under 40
- Gold HSMAI Adrian award
- Outstanding achievement in Web development – Web Marketing Association award
- Outstanding achievement in Mobile Web - Web Marketing Association award
- Winner of 9 local Addy awards