

JEREMY FOOTE

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Digital Marketing Executive

Experienced marketing professional with an entrepreneurial spirit, dedicated to crafting efficient cross-channel demand generation and engagement programs by employing best in breed platforms and applications. Successfully delivers economical and innovative solutions in accelerated environments.

Excel at managing remote, international teams to deploy, configure and connect enterprise marketing automation platforms, CRM systems, responsive web properties and SaaS products. Extensive experience in digital marketing strategy, maturing technical infrastructure across marketing channels, creating engaging user interactions and managing global brand assets.

Professional Experience

Director of Marketing Technology [July 2012 – Current]

NEW SIGNATURE INC. / Washington, DC

Assisted in the growth of the marketing department from two, part time resources to over a dozen international employees. Managed the strategic and tactical deployment of the entire marketing technology stack. I currently manage a team that develops, maintains and reports on the entire customer lifespan, maintains the visual brand identity, develops all web properties and sustains our social media channels.

While in this role New Signature has grown from a regional, 80 person firm with \$4M in sales to one of the top global Microsoft solutions providers with 350+ employees across 4 countries with over \$45M in sales.

Accomplishments:

- **Selected and Configured Marketo Marketing Automation Platform**
Delivered ability to track entire lead lifecycle and map engagement and interaction points, analyze conversions and determine processes for accelerating lead lifecycle.
- **Connected Marketo to Dynamics 365 CRM**
This platform sync provided complete funnel visibility and determines campaign success, cost of customer acquisition and customer lifetime value. Interfaced with internal CRM teams to devise custom solutions for lead processing and qualification processes unique to the B2B sales process.
- **Delivered ABM Marketing strategies**
Crafted account and vertical focused multi-channel campaigns to drive brand engagement for targeted companies, net new leads and event attendee prospect nurturing. Expanded known lead database from ~5k to over 25k with consistent cadence of targeted content delivery.
- **Added Social Channel Visibility to Lead Conversions**
Configuration of Oktopost B2B social platform integrated with Marketo provides tracking of social channel

interactions during customer engagement lifespan and helps quantify social channel spend for opportunity successes.

- **Managed New Website Development**

Acted as Project lead for newsignature.com that delivers corporate and product information in a mobile-ready platform with conversion points captured through Marketo and delivered to inside sales through CRM. Customized WordPress instance provides simple content updates while delivering an attractive, continually evolving web property that drives lead generation and conversion.

- **Protected and Expanded Brand Identity**

Dedicated to the value of a consistent brand identity my team maintained the visual identity during acquisition of 5 disparate brands. Expanded the identity to encapsulate fresh content types including case studies, packaged offers, workspace design, merchandise, and print collateral among others.

- **Developed Internal Resource Library**

As sales initiatives accelerated my team crafted expansive PowerPoint resources decks and templates to allow for sales and pre-delivery teams to self-service decks with accurate and on-brand content.

Marketing & Technology Manager [June 2010 – Jan 2012]

OCO BIOMEDICAL INC. / Albuquerque, New Mexico

Acted as Marketing Manager, Designer and Information Technology Manager for designer, manufacturer and distributor of titanium dental implants. While in this role company doubled total income, released a number of successful new products to market and gained larger market share.

Accomplishments:

- Doubled overall sales revenue year over year in the highly competitive bio-tech market with multi-channel marketing strategies.
- Implemented growth strategies across print, web, tradeshow and education based marketing channels and responsibly managed a half million dollar marketing budget.
- Interfaced with vendors for PCI Gap Analysis, remediation and SAQ process.
- Managed deployment of Oracle On Demand CRM and interfaced with implementation subcontractors and acted as company technology liaison to integrate a product inventory tracking platform.
- Designed, developed, maintained and optimized a dual platform PHP/ASP based corporate internet site, managed digital cart software and products.
- Configured and deployed team collaboration tools including SharePoint and Basecamp and created processes for internal communication and secure document management.
- Developed visual brand and managed production vendors for all demand generation channels including social media, web, print and tradeshow for rapidly changing advertising model.

Senior Marketing Technologist [Jan 2012 – July 2012]

UPSITE TECHNOLOGIES INC. / Albuquerque, New Mexico

Acted as Senior Marketing Technologist for manufacturer of data center passive cooling products. Interfaced with marketing, management, customer service and IT to create comprehensive marketing solutions including lead generation tools and processes.

Accomplishments:

- As a single resource, rapidly wire-framed, designed, developed and deployed a CMS Based corporate website on time and under budget.
- Created sustainable SEO program and integrated keywords across multiple channels.
- Deployed web based newsletter distribution process to reach both distributor and end user audiences using the MyEmma platform.

Co-Founder [Sept 2006 - June 2010]

ORPHIC WORKSHOP LLC / Albuquerque, New Mexico

Founded customer service oriented web development and IT business. Primarily delivered CMS based solutions for a variety of North American small business and non-profit corporations. Delivered over 50 digital solutions for clients like the University of New Mexico, Ronald McDonald House of New Mexico, and Los Chileros Chile Company.

Accomplishments:

- Developed internal billing, project management and communication systems for multiple clients.
- Created the Orphic brand from scratch and ultimately created a profitable and financially stable corporation for almost 4 years in a challenging business environment.
- Developed products and delivered solutions across a variety of verticals including healthcare, nonprofit, small business and biotech.
- Developed over 65 web properties and ultimately maintained or updated over 100 sites.
- Designed and developed projects on time and under budget using a wide variety of platforms, server configurations, project requirements and budgetary constraints.
- Interfaced daily with vendors, ISP's, subcontractors, clients and partners to deliver superior products in time sensitive situations.

Education

Bachelor of Fine Arts - Media Arts - University of New Mexico

Certifications & Accreditations

Marketo Expert Certified

Microsoft Collaboration & Content Sales Specialist & Pre-Sales Technical Specialist

Microsoft Dynamics CRM 2013 Sales Specialist & Pre-Sales Technical Specialist

References

Available upon request

Proven Skills

Account Based Marketing Strategy
Campaign Creation, Management & Reporting
Marketing Automation System Configuration
Dynamics CRM Platform Integration
SEO/SEM Strategy & Implementation
Google Analytics & DFP Management
Google Adwords & Bing Ads Management
Social Media Channel Ad Management
Team Management, Budgeting & Reporting
Responsive Web & App UX Design
Content Strategy and Authoring
Brand & Product Development
Responsive Email Development & Distribution
HTML5 + CSS3 Development
CMS Deployment & Configuration
Print Collateral Design & Prepress