

JEREMY FOOTE

Digital Marketing Professional

Experienced Digital Marketing Professional with a passion for engaging messaging and a natural ability to establish rapport, instill confidence, and create well-conceived, integrated products, strategies and processes. Perform strategic and technical marketing tasks across a variety of verticals to deliver optimized digital communications that provide maximum marketing ROI. Comfortable in a wide variety of internet based platforms and frameworks with a focus in cross platform communications and revealing efficacy with analytic tools. Entrepreneurial spirit with over 17 years of experience with digital technology based solutions design, development and deployment. Continually looking for new technology solutions and innovative responses to challenging marketing projects. Builds relationships based on continuously assessing project needs, creatively presenting options, and reliable follow up.

Skills

- Brand & Product Development
- Marketing Automation System Configuration
- Marketing Campaign Creation, Management & Reporting
- SEO/SEM Strategy & Implementation
- Google Analytics & DFP Management
- Google Adwords & Bing Ads Management
- Content Strategy and Authoring
- Responsive Email Development & Distribution
- Project Management, Budgeting & Reporting
- Print Collateral Design & Prepress
- Responsive Web & App UX Design
- HTML5 + CSS3 Development
- CMS Deployment & Configuration
- CRM System Integration
- Adobe Design Suite
- Microsoft Office
- SharePoint Branding

Professional Experience

NEW SIGNATURE INC. / Washington, DC

Marketing Technologist & Senior Engineer [July 2012 – Current]

Hired as Junior Engineer quickly promoted to Senior Engineer and moved into Marketing Technologist role for the leading Microsoft National Solutions Provider in the Mid-Atlantic. Acted as a technical and strategic consultant for multiple Fortune 500 companies, midmarket customers, political think-tanks and non-profits. Delivered exceptional customer service and support in a variety of capacities in Marketing Technologist, Front End Developer and SharePoint Branding Designer roles.

Accomplishments as Marketing Technologist:

- Plan, develop, manage and measure successful digital marketing campaigns including email, digital newsletter, PPC, tradeshow and print in a tightly controlled budget environment.
- Designed and developed award winning marketing collateral for the 2014 & 2015 Microsoft US Partner of the Year including responsive email templates, print media, landing pages and presentation decks.
- Reported directly to VP of Brand Marketing and worked closely with leadership and internal stakeholders to identify digital marketing needs and craft attractive and effective collateral to satisfy requirements typically in an accelerated timeline.
- Consulted with external clients as a Marketing Technologist and delivered SEO, Google DFP, marketing automation, social media strategy and content marketing processes and products.
- Configured automated marketing processes in Microsoft Dynamics Marketing and Click Dimensions and integrated the platforms with Dynamics CRM.
- Managed New Signature website updates, microsite and responsive web app creation while efficiently leading internal development.
- Led initiatives to leverage Marketo, SharePoint, Microsoft Dynamics Marketing, MailChimp and Google Analytics to create more mature and effective marketing processes.
- Worked with contractors to establish an entirely revamped New Signature SEO, SEM process and Ad Words campaign.
- Devised and executed corporate branding visual identity guidelines and evolved the overall New Signature marketing presence to become more visually and thematically unified and expanded in scope.
- Integrated acquired corporate and product collateral and campaign strategies into existing processes and worked with directly with acquisition stakeholders to maintain product identity within new brand structure.

Accomplishments as Senior Engineer:

- Designed and developed award winning projects for small business to enterprise scale clients across a wide variety of platforms and technologies including WordPress, Drupal, SharePoint, Google Analytics, MailChimp and Dynamics CRM.
- Acted as SharePoint branding lead for AARP Provider Portal and AARP ASI Home and interfaced with subcontractors and internal resources to develop and deploy these projects.
- Acted as front end development lead for Electronic Patient Health Record SharePoint portal development.
- Managed complex automated RSS driven email distribution processes using MailChimp for the American Geophysical Union.
- Acted as Project Lead and Lead Developer on Senator Harry Reid's website redesign.
- Acted as sole SharePoint Branding resource for over 2 years and consulted on projects for Hackett Group, Hershey and Toys R Us.
- Wireframed and prototyped complex responsive UX/UI projects for both .Net and PHP platforms.
- Supported sales team as a Front End Development subject matter expert for multiple Fortune 500 clients while assisting in scoping, level of effort and budgeting for enterprise size projects.
- Acted as a company thought leader delivering well attended external webinars and internal presentations on a variety of subjects, including Google Analytics, SharePoint Branding and Microsoft Dynamics Marketing.
- Trained both clients and internal resources on various platforms and technologies.
- Successfully and professionally handled multiple projects across platforms/technologies simultaneously while working in a 100% remote situation.

UPSITE TECHNOLOGIES INC. / Albuquerque, New Mexico

Senior Marketing Technologist [Jan 2012 – July 2012]

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

Accomplishments:

- As a team of one, 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.
- Created conversion funnel processes and delivered success reports using Google Analytics and SalesForce CRM.
- Developed tools to enhance and connect salesforce.com CRM and PHP based CMS tools.
- Assisted in deployment and customization of salesforce.com Milestone application for enhanced, web accessible internal project management.
- Developed multichannel social media news update campaign distributed automatically through Upsite.com.
- Handled design responsibilities for print and digital advertising collateral, tradeshow booth graphics, technical brochures, product and package labelling.

OCO BIOMEDICAL INC. / Albuquerque, New Mexico

Marketing & Technology Manager [June 2010 – Jan 2012]

Acted as Marketing Manager, Designer and Information Technology Manager for designer, manufacturer and distributor of titanium endosseous 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:

- Developed successful long term marketing plan and strategies to enhance sales in a highly competitive bio-tech market and the company doubled sales over the fiscal year while in role.
- Maintained and evolved corporate branding and messages for rapidly changing advertising model.
- Achieved internet product sales doubling over a 12 month period and site visits and engagement metrics were consistently growing.
- Worked closely with healthcare professionals including dentists to define market segments and marketing strategies.
- Implemented strategies across print, web, tradeshow and education based marketing opportunities while responsibly managing a half million dollar marketing budget.
- Designed, developed, maintained and optimized cloud based, dual platform PHP/ASP based corporate internet site, managed shopping cart software and products. Continually tested, upgraded, updated and reorganized entire secure web presence.
- Interfaced with vendors for PCI Gap Analysis, remediation and SAQ process and began process to develop a secure “card not present” environment.
- Leveraged social media by integrating Joomla based website and Facebook company page.
- Managed deployment of Oracle On Demand CRM product and interfaced with integration subcontractors and acted as company technology liaison to further integrate with Fishbowl product inventory tracking platform.
- Deployed SharePoint based intranet site, Basecamp project management tools and created processes for better internal communication and document management.
- Designed and interfaced with vendors for all tradeshow booth graphics, marketing collateral and prospect data gathering systems.
- Managed and maintained Microsoft office environment of 15 seats. Acted as help desk agent, oversaw software upgrades, OS and peripheral support.

ORPHIC WORKSHOP LLC / Albuquerque, New Mexico

Managing Partner & Lead UX Developer [Sept 2006 - June 2010]

Launched customer service oriented web development and IT business with total team of four members. Delivered web based solutions for a variety of North American small business and non-profit corporations.

Accomplishments:

- Developed internal billing, project management and communication systems for multiple locations.
- 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

BFA Media Arts

University of New Mexico

Certifications & Accreditations

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

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

Microsoft Bing Ads Accredited Professional, Digital Advertising Professional, Accredited Sales Specialist

References

Available upon request

Contact Information

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