

TUCKER QUIMBY

Director / Vice President | Digital Marketing | Media Strategy

Disruptive Thinker • Big Idea Generator • Relentless in Maximizing Revenue

City: New York, NY

Mobile: (646) 555-5555

TuckerQ@Notmail.com

[LinkedIn.com/fake/TuckerQ](https://www.linkedin.com/fake/TuckerQ)

Summary: Uniquely agile and multitalented brand marketer. Expert at puzzling out integrated strategies for each target market. Performance-based marketing tactician known for introducing best practices proven to optimize campaign ROI. Able to fix the marketing plan when the pieces don't fit.

Built 12 New Brands | Managed Marketing Projects up to \$25M | Promoted Fortune 500 Labels Boosted Revenue 20% | Achieved Record-Breaking EBITDA | Generated \$4M in Ad Sales

CORE COMPETENCIES

Digital Marketing Strategy • Media Planning • Data-Driven Marketing Plans • Social Media Management • Competitive Analysis • Market Research • Reporting • Customer Segmentation • Brand Awareness • Advertising Campaigns • Writing & Editing • Content Management Systems (CMS) • Performance Marketing • Activations • Budgeting & Forecasting • Data Analysis • Strategic Initiatives & Influence

PROFESSIONAL EXPERIENCE

ABC RACING FORM, New York, NY

Director of Digital Marketing, 09/2019 to Present

Expertly guide customer behavior by generating big ideas and constantly perfecting the marketing mix across multimedia channels.

Engage, acquire, and retain new members while overseeing digital marketing campaigns. Negotiate ad buys, vendor affiliations, and content syndication with mass media publishers. Optimize prospecting, customer experience (CX), marketing systems, and digital innovation.

Scope of Leadership: Own ABCRF.com, which processes \$100 million in transactions per year. Run internal media agency, drive audience growth for the \$9 million eCommerce business, improve multichannel customer engagement, and control marketing budget. Lead and motivate cross-functional teams across all areas of the enterprise. Oversee brand marketing, digital communications, and media management. Steer projects, monitor the competitive landscape, and evaluate potential mergers/acquisitions.

Spearheaded digital transformation to enhance the company's value for future sale. Year-over-year (YoY) improvements:



- **Increased revenue 20% and online gaming 10%; focused on acquisition, retention, and reactivation.**
- **Reduced spending by \$700,000+, achieving record-breaking EBITDA for this 8-year-old business.**
- **Exceeded industry growth average by 150% after optimizing customer lifetime membership value.**
- **Spurred 15% boost in e-commerce business and grew online traffic 10% with banner ads.**

Secrets to Success



- ▶ **Maximized ROI Across All Marketing Channels:** Expertly used social media, content marketing, programmatic advertising, national radio/TV broadcasting, search engine optimization (SEO), search engine marketing (SEM), print publications, newsletters, direct marketing, database solutions, mobile apps, e-mail distribution, display advertising, pay-per-click (PPC) campaigns, web services, affiliate/partnership opportunities, and paid integrated media plans.



- ▶ **Frequently Evaluated and Tested Marketing Campaigns for Effectiveness:** Enhanced profitability, funnel metrics, brand strategy, and use of technologies, leveraging web analytics and marketing automation solutions. Synthesized metrics from competitive and internal campaigns. Designed A/B testing framework to evaluate creative materials and landing pages.

Sales Development Director, 11/2017 to 09/2019

Developed multi-platform advertising packages and new ad franchises that successfully promoted the brand's high-value proposition.

Created growth strategies, client proposals, and pricing packages. Worked collaboratively across Editorial, Video Production, Circulation, and Digital departments. Opened new revenue channels and capitalized on lucrative sponsorship opportunities. Prioritized relationship building, team management, and customer satisfaction.

- **Generated \$4 million in ad sales, exceeding revenue expectations for 2018 by \$500,000.**
- **Increased advertising revenue \$500,000+ by strengthening racetrack partnerships and aggressively growing new business.**

BOSTON RACING FEDERATION (BRF), Boston, MA

Marketing Manager, Loyalty Programs, 08/2015 to 11/2017

Revitalized the online wagering business of this multibillion-dollar association and launched a major national brand.

Improved member engagement, acquisition, retention, and profitability while steering marketing initiatives for the BRF Bets national advance deposit wagering (ADW) program. Directed media agency and spearheaded digital marketing campaigns. Established media plans, go-to-marketing (GTM) strategies, and performance verification methods across all media channels. Managed \$10 million marketing budget.



BOSTON RACING FEDERATION, Marketing Manager, Loyalty Programs (Continued):

- Built \$20 million online wagering program, launching BRF Bets brand and growing its national audience within a year of hire.
- Structured rewards program for \$100 million business that was substantially more profitable than the industry average.
- Improved churn rate and deepened player engagement by introducing new rewards program with daily promotional calendar.

HORSE RACING COMMENTARY, Boston, MA

Director of Marketing, Loyalty Programs, 01/2014 to 06/2015

Launched company/URL from scratch, growing it to become one of the top 5 horse racing news sites in the United States.

Devised marketing strategies and led comprehensive promotional initiatives for this digital startup company and global industry news provider. Launched social media initiatives and implemented organic digital media campaigns. Aligned sales/acquisition approach with content strategy. Continually analyzed online audience demographics, site traffic, and industry trends. Expertly designed marketing materials, media kits, mobile website, and e-newsletter. Strengthened relationships with 20+ corporate advertisers.

- Realized 20+ million impressions, 25,000+ Facebook likes, and nearly 50,000 unique monthly visits within a year.
- Maintained 6% conversion rate for email distributed to nearly 10,000 industry contacts and achieved 3 million website views.
- Tripled web traffic and grew site visibility with SEM/SEO strategies, Google Analytics, and Google News platform.
- Significantly improved target audience engagement, customer retention, user experience (UX), and strategic messaging.

XYZ MEDIA, New York, NY

Associate Director, Strategy, 03/2008 to 01/2014

Strategically integrated digital and traditional communication plans across businesses, working closely with clients to ensure satisfaction.

Directed and trained 6 supervisors and analysts, inspiring creativity and productivity while managing key marketing projects for the world's largest media communications agency with locations in 100+ countries. Optimized results of integrated marketing campaigns by performing cost analyses and testing/benchmarking media models. Controlled \$25 million budget. Collaborated with clients and interagency teams.



- Won Award from Family Circle Magazine for promoting snack product with health-focused marketing campaign.
- Generated big ideas for Tesla. Convinced editor of *Popular Mechanics* to drive a Cybertruck across the country.
- Ideated Kohler "Big Reveal" commercial introductions on HGTV shows, garnering additional air-time.
- Sparked creativity and innovation while partnering Tesla with "Jimmy Kimmel Live!" Introduced new segment called "Jimmyventions" featuring inventions by kids. Initiative earned nomination for Ad Age Creativity Award.

Supervisor, Strategy, 05/2005 to 03/2008

Implemented, monitored, and managed campaigns for 25 diverse brands, including Johnson & Johnson, Yoplait, Tesla, and Home Depot.

Led 4 analysts to develop robust, multi-channel marketing solutions and win client recommendations. Delivered introductory training to new agency employees. Negotiated ad rates and placements while serving a wide array of industries, including consumer packaged goods (CPG), healthcare, gaming, and pharmaceutical companies. Tracked metrics of each campaign.

- Leveraged emerging technologies, including augmented reality (AR), to create exciting new tablet and social media experiences.
- Developed winning business pitches that closed major deals, bringing \$3 billion in new media spend.

MARKETING CORPORATION, New York, NY

Senior Communications Analyst, 09/2003 to 05/2005

Played key role in winning the \$3.5 billion AT&T account, and spearheaded print communication plans for Xerox and TD Ameritrade.

Supervised 3 assistants while providing key account management. Established all processes and devised media buying strategies. Grew consumer magazine and newspaper business. Optimized brand positioning, service-level agreement (SLA) compliance, and return on investment (ROI) while negotiating ad placements and rates with Time Inc., Conde Nast, and Meredith Corp.

HIGHER EDUCATION

Master of Business Administration (MBA), Marketing and International Business | NEW YORK UNIVERSITY
Bachelor of Science (BSc) in Business Management | NEW YORK COLLEGE

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Creative Cloud), MS Office Suite (Word, Excel, PowerPoint), Google Analytics, Google AdWords, AdViews Archive, Facebook Ads, Mediaocean, Tableau, Looker, Optimove, AppsFlyer, PostUp, Salesforce, PeopleSoft CRM, Drupal, MRI, IMS, Comscore, Nielsen Insights, Heap, Mediatools, MailChimp, Demand-Side Platforms, Twitter Ads, Bing/Yahoo Ads, AdTech

Résumé Strategy

This particular client was not only an incredible marketer with a distinguished history of achievement, he was also an avid puzzle enthusiast. During our conversations, he revealed that he views every marketing campaign as a puzzle to piece together. I carried that theme into the visual formatting and the opening summary paragraph.

Like all multimedia marketing executives, he needed a résumé that was filled with a wide array of industry keywords. Therefore I added an easily adjustable “Core Competencies” section that he could revise as needed to better match the keywords of the different job descriptions he would likely encounter.

For this reason, I also added an extra bullet section in his current job description labeled “Secrets to Success,” which highlighted all of his most common marketing channels.

This particular résumé was designed to be completely ATS friendly. The client’s name and full street address are provided in text behind the 2-piece header I puzzled together. The headers, sub-headers, and icons are all PNG images that are set either behind or in front of the text. These images all disappear in ATS systems. I find this to be a helpful technique for uploading résumés within popular applicant systems such as Taleo and Workday. When candidates apply for positions with a universally formatted PDF file such as this one, the name and contact information populates the online application boxes cleanly and easily.

The enclosed images show exactly how this technique was employed and how the résumé automatically formats when the Word document is resaved as a .txt file.

