

Ryan Paxton

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SUMMARY

- Client-side marketing leader with primary responsibility of generating revenue opportunities by developing customer-centric programs and campaigns to enhance and extend overall lifecycle.
- Global innovator focused on Go-To-Market strategy and resources for local execution for multi-unit retail division of a multinational healthcare organization.
- Cross-functional team leader providing operational excellence to break down barriers and accomplish interdepartmental goals and targets.

WORK EXPERIENCE

HearingLife

Somerset, NJ

Senior Director of CRM and Loyalty

November 2023 - Present

- Created a strategic roadmap for loyalty member touchpoints, defining specific objectives for acquisition, engagement, retention, and win-back, resulting in a 10% improvement in customer engagement.
- Achieved a 2% increase in customer retention rate, resulting in an additional \$16 million in revenue YoY.
- Led cross-functional teams in developing and executing customer-centric programs, resulting in a significant improvement in brand loyalty and customer engagement.

Senior Director of Integrated Marketing

April 2020 - November 2023

- Spearheaded digital growth initiatives in U.S. Retail, increasing marketing share from 12% to 45% in daily acquisition through targeted campaigns and data-driven strategies.
- Managed a \$18 million annual budget and generated over \$60 million in revenue by optimizing resource allocation and implementing cost-effective marketing strategies.
- Developed and executed an integrated marketing roadmap that combined paid search, paid and organic social, native TV, print, and content strategies, increasing brand visibility and engagement.
- Established and led an NPS program across 600+ retail locations, achieving a consistent score of 80+, thereby enhancing customer satisfaction and loyalty.
- Drove a 49% year-over-year growth in prospect acquisition and increased revenue opportunities by 88% through targeted marketing campaigns and strategic partnerships.

Director of Digital Marketing, CRM and Paid Media

October 2016 - April 2020

- Managed comprehensive marketing programs for 70+ brands across 450+ retail locations, streamlining processes to enhance efficiency and brand consistency.
- Implemented a customer journey framework that increased conversion rates by 25% and improved customer retention through seamless guidance from awareness to post-purchase engagement.
- Spearheaded the design and implementation of a Paid Media strategy at HearingLife, increasing prospect engagement by 20% through targeted advertising and retargeting techniques.
- Increased ROI from digital channels from less than 1 to greater than 4 by optimizing ad spend and improving targeting accuracy through advanced analytics.

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Glen Mills, PA

Digital Marketing and CRM Manager

April 2015 - October 2016

- Orchestrated multi-channel marketing strategies to enhance customer acquisition, resulting in a significant increase in sales while reducing overall marketing costs.
- Developed online sales channels with Amazon, Rakuten, and Google PLA.
- Implemented innovative initiatives to streamline the customer journey, resulting in increased retention rates and improved overall customer satisfaction.
- Provided direct marketing support in ecommerce (DTC), retail (B2C), and hospitality (B2B) food service industry by developing marketing and content strategies to reinforce brand message.

Skyland USA**Avondale, PA****CRM Program Director**

October 2011 - April 2015

- Identified and executed SEO marketing activities to keep web properties within top 5 results in SERP organically.
- Developed and monitored marketing activities to reinforce rooflite® brand message via print media and digital channels throughout global platforms.
- Spearheaded a successful campaign that leveraged diverse marketing channels to drive brand awareness and attract new customers, achieving measurable growth in market share.
- Implemented Microsoft CRM Dynamics for lead capture and prospect conversion as sales solution for global network of green roof soil facilities.

Performance POP: Retail Services**New York, NY****National Account Executive**

May 2008 - August 2010

- Developed and maintained print production relationships with national advertising agencies and producers of consumer goods.
- Consumer goods client list included Pepsi, Absolut Vodka, Grey Goose, and Heineken, as well as gift cards for Home Depot and Safeway.
- Agency client list included VitroRoberston, G2, Saatchi and Saatchi, and RappCollins.

IDT Corporation**Newark, NJ****Director of Prepaid Card Product Management**

September 2002 - April 2008

- Led development and market implementation of point of sale activated (POSA) card programs.
- Served as liaison to wireless service providers to ensure full compliance within retail channels, maintaining a 100% compliance rate.
- Provided in-depth product analysis for strategy and positioning while maintaining compliance to regulatory and channel partner requirements.
- Negotiated vendor-based printing fees resulting in a 45% reduction in magstripe printing costs.

EDUCATION

University of Chicago Booth School of Business

November 2021

Executive Certification in High Performance Leadership

Wilmington University

September 2018

Master of Business Administration (M.B.A.) in Marketing Management

Wilmington University

January 2015

Bachelor of Science in Marketing

SKILLS & INTERESTS

Skills: Microsoft Dynamics CRM (10+ years), ClickDimensions (10+ years), Microsoft Excel (10+ years), Microsoft Word (10+ years), Microsoft PowerPoint (10+ years), Online Marketing (10+ years), Adobe Creative Suite (10+ years), Google Analytics (10+ years), HTML (10+ years), Marketing (10+ years), SEO (10+ years), PPC/SEM/Display (10+ years), Google AdWords (10+ years), CSS (10+ years), Facebook Ads (8 years), HTML5 (8 years), A/B Testing (8 years), CMS (8 years), Marketing Analytics (8 years), Operations Management (8 years), Marketing Automation (8 years), CRO (8 years), Sitecore (8 years), ChatGPT AI (1 year), Midjourney AI (1 year), Co-Pilot AI (1 year)

Languages: English