

RYAN PAXTON

Senior Digital Marketing Specialist

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- *Client-side professional with B2B/B2C marketing expertise focusing on highly technical products while providing a seamless omnichannel experience*
- *Proven product management expertise and ability to provide long-term sales success by leveraging all available channels to increase user acquisition and engagement.*
- *5+ years of in-depth SEM/SEO strategy and experience with current Analytics and AdWord certifications from Google partners*

WORK EXPERIENCE

Senior Digital Marketing Manager - William Demant / OneRetail - September 2016 to Present

Develop and implement digital strategies focused on medical device user adoption and engagement.

Collaborate and manage HCP marketing campaigns and promotions. Provide and facilitate CRM marketing automation strategy. Integrated measurement and reporting of ROI and other key digital metrics for cross-platform initiatives to ensure successful campaign execution and consumer experience.

- Lead multi-channel integrated marketing efforts including paid media, CRM, web promotions and social initiatives, across 70+ brands and over 450 retail locations

Digital Marketing Coordinator - Carbon's Golden Malted - April 2015 to August 2016

Provided direct marketing support in retail (B2C) and hospitality (B2B) food service industry by developing marketing and content strategies to reinforce brand message. Created content for print and digital campaigns and monitor reporting through various metrics to measure success. Collaborated with sales team to develop specialized, ad-hoc direct marketing communications. Developed segmentation strategies based on determined criteria. Assisted in e-commerce web design, development, and deployment.

- Oversaw SEM efforts including Cost Per Click (CPC) campaigns on AdWords with a 8% conversion rate and over 4X average monthly return

Customer Relationship Management (CRM) Program Director - SKYLAND USA LLC - 2011 to April 2015

Develop and monitor marketing activities to reinforce rooflite® brand message via print media and digital channels in a national and international platform. Includes asset management for channel distribution in the form of blogs, social media, email campaigns, websites and PPC advertising. Measure performance through various analytics. Manage user experience of company website and intranet for English and Spanish partners and customers.

- Managed market-positioning efforts and lead brand-development initiatives to keep rooflite within top 3% of industry suppliers
- Identified and executed marketing activities to keep web properties within top 5 results in SERP
- Implemented Microsoft CRM Dynamics for lead capture and conversion as sales solution for global network of green roof soil facilities
- Design and development of web pages using HTML, CSS and Content Management Systems

National Account Executive - PERFORMANCE PRINTING COMPANIES - New York, NY - 2008 to 2010

Developed and maintained print production relationships with national advertising agencies and producers of consumer goods. Assisted with establishment of environmentally-friendly product line including agribased, biodegradable, degradable, and recyclable substrates. Specialized in stored value card production management.

- Drove \$1 MM in sales by pursuing new accounts
- Agency client list included VitroRoberston, G2, Saatchi and Saatchi, and RappCollins
- Consumer goods client list included Pepsi, Absolut Vodka, Grey Goose, and Heineken, as well as gift cards for Home Depot and Safeway

Director, Card Product Management - IDT CORPORATION - Newark, NJ - 2002 to 2008

Lead development and market implementation of point of sale-activated (POSA) card programs. Provided in-depth product analysis for strategy and positioning while maintaining compliance to regulatory and channel partner requirements. Monitored usage and inventory while serving as catalyst for ordering, re-ordering, and destruction of obsolete materials.

- Responsible for annual production in excess of 15,000,000 point of sale-activated cards
- Produced point of sale (POS) materials and merchandising plans for over 100,000 retail locations including 7-Eleven, Walgreens, BP, and Rite-Aid
- Received On The Spot Award for innovation in retail product management

Marketing Manager, Print Design/Production Managed new product development marketing, design and production strategies for point of sale-activated card programs. Served as liaison to service providers to ensure full compliance within retail channels. Nurtured vendor relations while organizing internal operations group to guarantee accurate and timely delivery of materials. Managed all tradeshow and monthly sales training initiatives while maintaining annual budget and goals.

- Negotiated vendor based printing fees resulting in a 45% reduction in magstripe printing costs
- Implemented and maintained Co-op funding program with wireless carriers resulting in recouping an additional 2% of AT&T and Cingular wireless sales

EDUCATION

M.B.A in Marketing Management - Wilmington University – In Progress

Bachelor of Science in Marketing - Wilmington University - Wilmington, DE 2015

SKILLS

Adobe Photoshop (20 years), Online Marketing (5 years), SEO (5 years), PPC (5 years), Google Analytics (5 years), Google Adwords (5 years), HTML (10+ years), CSS (5 years), Skype (3 years), HTML5 (2 years), A/B Testing (4 years), SEM (5 years), Marketing (10+ years), CMS (5 years), Analytics (5 years), Internet Marketing (6 years), Operations Management, Microsoft Dynamics CRM (6 years), Adobe Creative Suite (10+ years), Marketing Automation (5 years)

CERTIFICATIONS

Google Analytics – Google Partners Certificate

Google AdWords Search Advertising – Google Partners Certificate

INDUSTRY ORGANIZATIONS

American Marketing Association, NY Chapter

LINKS

<http://www.ryanpaxton.com> | [Photography Portfolio](#)