



# DEMARCO DODSON

EXPERIENCED MARKETING PROFESSIONAL

## OBJECTIVE

To enter a role with advancement opportunities based on merit not just seniority. Exercise leadership in a position which will allow me to use my diverse skills and vast experience in Strategic Planning, Business Development, Marketing, and Growth Hacking. Demonstrate immense value while working towards achieving company goals!

## EXPERIENCE

### SPRINGTECH PARTNERS

SEPT 2017 - JAN 2018

#### SOCIAL MEDIA MARKETING CONSULTANT - MIAMI, FL

- Responsible for developing the Facebook advertising strategy for brands across multiple verticals, leading to increased online revenue.
- Led foreign and domestic team members in the development of CRM strategy and advertising creatives. Tools used to work with overseas staff include: Asana, Slack, and Dropbox.
- Executed online lead generation strategies that resulted in building an email list of 8000+ new prospective customers in one month at an average cost of \$0.15 CPL.
- Increased conversion rates of customer retargeting campaigns by more than 500%, creating an additional revenue stream for the e-commerce site of the company.

### BODIWERK.COM

JUNE 2015 - AUG 2017

#### DIGITAL MARKETING MANAGER - MIAMI, FL

- Developed a multi-tiered content curation strategy across social channels, including oversight of 4 project teams and agency relationships to ensure alignment with overall brand messaging
- Established internal KPI dashboards to track digital spend performance, driving better allocation of budget resulting in 27% sales growth Month over Month and a 7% lift in average checkout values
- Assumed ownership of and set a \$1.5mm annual budget for digital spend across social, Amazon, and web based strategies
- Oversaw Facebook Ads Manager platform to drive sales growth and conversion rates, increasing social revenue by 42% and abandoned cart conversions by 32% YTD

### TOP SECRET NUTRITION

AUG 2013 - MAY 2015

#### MARKETING MANAGER - MIAMI, FL

- Responsible for the marketing growth and development of an industry leading Nutraceutical Supplement Manufacturer
- Provided strategic direction to in-house creative teams to drive key messaging thru various mediums across email, landing page, advertisement, and social media campaigns
- Oversaw planning for national trade shows to ensure an optimal customer experience and data collection, followed by post-event sales conversions efforts

REFERENCES AVAILABLE UPON REQUEST

(305) 746-1049

92 SW 3rd Street #4706  
Miami, FL

demarco305@gmail.com

## EDUCATION

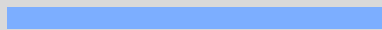
### TEMPLE UNIVERSITY

Bachelor of Science - Business  
Management / Minor in  
Marketing

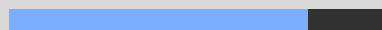
Awards: Athletic Scholarship  
Division 1 Football

## SKILLS

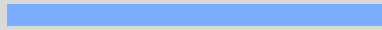
### ADVERTISING



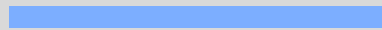
### E-COMMERCE



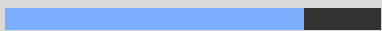
### SOCIAL MEDIA



### CONTENT CREATION



### CRM



## HOBBIES

- FITNESS
- PERSONAL DEVELOPMENT
- CHESS
- TRAVEL
- INVESTING