
David McCarty : Creative Marketing Director

Contributed by David McCarty

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Results oriented Creative Marketing Director with 15 years corporate experience in Marketing, Advertising and Sales. Proven ability to conceptualize, initiate, design and produce effective multi-channel campaigns that increase brand awareness, net sales revenue and business growth. Collaborative management style with the ability to secure approval from C-level stakeholders and support teams. Interactive, hands-on manager of in-house and outsourced talent with the interpersonal skills to recognize and fully utilize individual strengths and build strong department teams.

PROFESSIONAL EXPERIENCE

INTELEK TECHNOLOGIES Norman, OK 10/2004 - Present

Director of Marketing & Business Development

Lead mid-sized technology reseller in conceptualization and implementation of effective multi-channel marketing to national audience of high tech corporate consumers. Responsible for allocation of marketing budget distributed among e-commerce, online advertising and national events. Concept, design and develop all corporate branding, mass media, e-commerce solutions, sales collateral, copy writing, and advertising strategies. Identify potential manufacturer partners, negotiate VAR reseller terms, and maintain profit margin to strengthen and diversify company presence long term. Sell solution-focused software, hardware products and services to IT executives in a consultative manner.

KEY CONTRIBUTIONS

- Develop niche marketing website resulting in a lead conversion rate of 23 percent and 40 percent sales closure rate
- Designed and implemented online guerrilla video campaign resulting in 600 percent increase in first week traffic and sustained traffic increase of 120 percent
- Achieved organic search engine domination for primary keywords – commanded six of top 10 search results for Google, Yahoo, MSN and secondary tier search engines
- Increased online, classroom and onsite software training sales by over 175 percent with a 90 percent profit margin
- Personal sales increase of 305 percent for high profitability services and training with an aggregate annual sales increase of 95 percent
- Increase e-commerce traffic realizing an average 276 percent ROI on SEO and pay-per-click advertising budget
- Redesign corporate branding, collateral and web sites which increased consumer confidence, professional appearance and employee morale

- Increase manufacturer partner relationships by 400 percent reducing single product dependence and increasing business diversification within target market segments
- Negotiated new manufacturer partners with average of 30 percent sales margins
- Facilitated manufacturer provided leads resulting in 20 percent conversion rate

PRIVATE BUSINESS CONSULTING Edmond, OK 8/2003 - 10/2004

Creative Director

Guided marketing and business development efforts for local and national businesses, charities and international ministries. Conducted market research for executive summaries, competition reviews, sales and donation forecasting, and advertising channel identification. Developed brand materials including logos, web design, business presentations and advertising solutions. Wrote and edited extensive website, marketing and advertising collateral. Provided best practice marketing, business development, open source (LAMP) applications and production negotiation to significantly reduce costs to client.

KEY CONTRIBUTIONS

- Established and developed branding standards, website and donor collateral for statewide health based charity
- Resulted in Founder's opportunity to gain full-time paid status
- Negotiate production of brand and donor collateral reducing overall cost by 70 percent
- Educated self-employed client on advantages of open source business solutions, reducing operational costs by 95 percent and significantly increasing productivity
- Developed extensive web presence for International faith-based charity with remote offices in the US, India, Thailand and Switzerland
- Resulted in increased online collaboration of remote administrators and faculty
- Facilitated systematic, web-based donor contributions from constituents

AMERIVISION COMMUNICATIONS Oklahoma City, OK 6/1999 - 8/2003

Marketing Director

Directed, managed and coordinated daily efforts of copywriters, web development, graphic artists, marketing analysts and outsourced vendors. Implemented complete overhaul of corporate branding, including logo redesign, website, marketing and sales collateral. Increased consumer awareness of unique selling proposition through multi-channel marketing efforts. Reported directly to CEO and CFO for budget review and accountability for desired ROI on all advertising and marketing efforts. Worked closely with call center director to ensure high quality customer experience. Organized Annual Shareholder Meeting for publicly traded corporation.

KEY CONTRIBUTIONS

- Redesigned ISP product offering including consumer portal redesign and new product packaging design
- Resulted in packaging production savings of 27 percent and new subscriber increase of 30 percent within the first 6 months of release
- Designed direct mail sales template reducing production cost by 38 percent and increasing flexibility and shelf life by 500 percent
- Co-Developed and launched Commercial Sales Division and Local Telephone Services including service offerings and rate plans