

# JAMES WILSON

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## PROFESSIONAL SUMMARY

Results-driven Marketing Executive with over 12 years of experience developing and executing innovative marketing strategies that deliver measurable business results. Expert in digital marketing, brand management, and customer acquisition with a proven ability to build high-performing teams and drive organizational growth.

## AREAS OF EXPERTISE

- Strategic Marketing Planning
- Digital Marketing & SEO/SEM
- Brand Development & Management
- Content Marketing Strategy
- Social Media Marketing
- Market Research & Analysis
- Team Leadership & Development
- Budget Management
- Marketing Analytics & ROI Measurement
- Customer Journey Optimization

## PROFESSIONAL EXPERIENCE

### CHIEF MARKETING OFFICER

**Horizon Retail Solutions** | Dallas, TX | March 2019 - Present

- Oversee all marketing operations for a retail technology company with \$75M annual revenue
- Developed and implemented comprehensive marketing strategy resulting in 32% YoY growth
- Led rebranding initiative that increased brand recognition by 45% according to market research
- Established digital marketing department, resulting in 65% increase in qualified leads
- Manage \$8.5M annual marketing budget and team of 15 marketing professionals
- Launched successful product marketing campaigns for 3 new SaaS products
- Implemented marketing automation platform reducing customer acquisition cost by 28%

## **DIRECTOR OF MARKETING**

**NexGen Solutions** | Austin, TX | January 2015 - February 2019

- Directed marketing strategies across B2B and B2C channels for technology solutions provider
- Spearheaded company's digital transformation, growing online revenue by 78% over 3 years
- Restructured marketing team and processes, improving operational efficiency by 40%
- Created content marketing program generating 12,000+ monthly qualified leads
- Established partnerships with industry influencers increasing market reach by 55%
- Developed and executed trade show strategy resulting in \$3.2M in new business opportunities

## **MARKETING MANAGER**

**TechAdvance Inc.** | Houston, TX | June 2011 - December 2014

- Managed marketing campaigns across multiple product lines
- Launched company's first social media strategy, growing audience from 0 to 75,000+ followers
- Developed email marketing program with 27% average open rate and 3.5% conversion rate
- Collaborated with sales team to create targeted campaigns for key accounts
- Conducted competitive analysis leading to successful repositioning of flagship product
- Managed agencies and vendors to ensure marketing deliverables met brand standards

## **EDUCATION**

**Master of Business Administration, Marketing Concentration** Rice University, Jones Graduate School of Business | 2011

**Bachelor of Arts in Communication Studies** University of Texas at Austin | 2008

## **CERTIFICATIONS**

- Digital Marketing Institute - Certified Digital Marketing Professional
- American Marketing Association - Professional Certified Marketer
- Google Analytics Individual Qualification
- HubSpot Inbound Marketing Certification

## **PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- Digital Marketing Association
- Business Marketing Association
- CMO Council

## **SPEAKING ENGAGEMENTS**

- Keynote Speaker, Digital Marketing Summit, 2022
- Panelist, "The Future of B2B Marketing," MarTech Conference, 2021
- Featured Speaker, Texas Marketing Association Annual Conference, 2020