

PAUL ROBINSON

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MARKETING OPERATIONS PROFESSIONAL

PROJECT MANAGER || LEADER || STRATEGIST || RELATIONSHIP MANAGER

EXECUTIVE SUMMARY

Accomplished, dynamic Marketing & Communications Specialist with extensive success reaching goals and driving growth. Influential communicator adept at engaging with clients, partners, leaders, vendors, and other key stakeholders. Strategic agile leader with success in project development, process improvements, and developing creative solutions to business challenges. Broad experience across marketing disciplines including digital, sales, partnerships, sponsorships, products, events, and more. Successful track record setting priorities, shaping processes, and allocating resources to efficiently achieve project objectives and drive positive change. Focused on integrity, accountability, and service with the ability to work independently or collaborate and build diverse, sustainable teams which achieve organizational success.

CORE COMPETENCIES

- | | | |
|------------------------|----------------------|----------------------------|
| • Market Research | • Digital Marketing | • SEO/SEM |
| • Strategic Planning | • Marketing Strategy | • Contract Negotiations |
| • Campaign Management | • Consumer Targeting | • Goal Setting |
| • Project Management | • Brand Creation | • Process Improvement |
| • Product Marketing | • Brand Partnerships | • Account Management |
| • Sales Strategy | • Auto Delivery | • Customer Service |
| • Business Development | • Vendor Management | • Team Building/Motivation |
| • Strategy | • Compliance | • Presentations |
| • Data Analytics | • Investor Relations | • Leadership |
| • ROI Analysis | • Front End Design | • Collaboration |
| | | • Problem Solving |

PROFESSIONAL EXPERIENCE

TEAM LEAD

2021-Present

Freelance – Remote

Team Leader & Organizer of contractors providing marketing strategy, research, and design services to small and medium-sized startup clients.

- Provide strategic guidance and consultation to help clients develop structured marketing plans to build brand awareness, resonate with consumers, and engage target audiences
- Lead the development and execution of integrated marketing projects across various channels, including digital, social media, content marketing, product management, and more
- Communicate with clients to understand needs and develop targeted plans to achieve measurable results
- Develop and present customized marketing plans and proposals aligned with client goals
- Support digital marketing and technology initiatives including front end design and development, SEO/SEM, digital campaign management, and email collection/outreach automation
- Manage project timelines, budgets, and resources to ensure on-time delivery within budget
- Maintain clear and consistent communication with clients, informing them of progress and addressing questions and concerns
- Coordinate with clients to build and deepen networks such as brand partnerships and investor relationships

Accomplishments

- Created and implemented manufacturing facility's new branch branding and digital marketing plan, including new brand, digital footprint, and marketing automations; delivered 25% under budget and provided organic leads within one month of implementation
- Organized and led creation, funding, development, and release of web3 blockchain gaming product which generated seven-figure 2022 gross revenue
- Supported multiple transitions from brick-and-mortar businesses to hybrid e-commerce

BUSINESS DEVELOPMENT STRATEGIST

2020-2021

Trellist Marketing Technology – Wilmington, DE

Managed the planning, creation, execution, and analysis of sales and marketing strategies for the venture program.

- Led team of sales associates providing strategic insight, prospecting, brand positioning, and sales strategy

- Planned and negotiated advertising contracts for venture products including facility branding, large scale print, and strategic partnerships
- Leveraged digital, social, and grassroots initiatives to generate inflow of target prospects
- Developed and implemented outreach methods, CRM standards, best practices, and other sales processes
- Analyzed branding, market position, and competitive environment to improve business development strategy

Accomplishments

- Increased product demonstrations ~300% YoY
- Collaborated with select sales team to analyze sales methods, CRM data usage, and targeting, and develop more productive business development and sales closing tactics; meetings from cold outreach increased
- Drove increased sales for SaaS venture program through improved brand alignment with target clients, including analyzing market and client set and comparing competitor services to identify improvements

DIRECTOR, MARKETING & COMMUNICATIONS

2019-2020

New Jersey Motorsports Park, LLC – Millville, NJ

Led marketing and communications for the premier motorsports entertainment complex in the Northeast.

- Created targeted, impactful brand campaigns employing web, digital, social, video, advertising, and more
- Analyzed market data from Google Ads, Facebook Ad Manager, and industry partnerships to identify consumer and competitor trends and design strategic plans for each area of the organization
- Applied email and SEO marketing techniques to increase web visits and convert into in-person traffic
- Organized public events to drive new business and grow brand awareness
- Refined internal processes through improvements such as data integration and software implementation
- Created original ad content including print, digital, and web design
- Streamlined internal sales processes with development of effective lead funnel and creation of virtual marketing materials capable of expedited distribution

Accomplishments

- Increased average email marketing open rate ~140% (11% to 26%) and click rate 600% (<1% to 6%) YoY after conducting CRM analysis of 50,000+ organic contacts to identify process improvements
- Planned and executed eight-week co-marketing campaign for 2020 MotoAmerica international moto-GP race series; event was highest-grossing in history at location
- Managed crisis response to COVID including communication materials, messaging, event planning, and digital strategy; prioritized digital, subscription, and long-term product marketing to sustain revenue; grew fan social media engagement 80%, web traffic 200%, and private club subscription sales 20% YoY

MARKETING COORDINATOR

2018-2019

New Jersey Motorsports Park, LLC – Millville, NJ

Tasked with driving growth and revenue through marketing and sales initiatives.

- Generated facility-wide advertising revenue through strategic partnerships and sponsorships
- Coordinated with marketing representatives at 20+ partner companies to execute sales and growth strategies
- Directed planning, layout, content, and execution of print, web, and e-mail marketing campaigns
- Maintained deliverable calendar to organize and streamline activities for strategic partners
- Represented the organization at large automotive trade shows and coordinated local industry events

Accomplishments

- Selected as host/speaker for 2020 NJMP banquet

EDUCATION

B.S. BUSINESS MARKETING & MANAGEMENT

2015-2019

Minors: Economics/Finance

Stockton University - Galloway, NJ

TRAININGS/CERTIFICATIONS

Lean Six Sigma Green Belt – Six Sigma Global Institute

2024

Agile Project Management – University System of Maryland

2024

IT Project Management – University of Washington

2024

TECHNOLOGY

Microsoft Office Suite (including Word | Excel | PowerPoint | Outlook) | SAP | CRM | CMS | HubSpot | Salesforce | WordPress | SharePoint | SEO | SEM | HTML | CSS | JavaScript | React.JS | Adobe Creative Suite | Monday | Jira