

Troy S. Golden

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- 10+ years of marketing, development, programming, design and management experience.
- Professional with proven success leading marketing for multimillion-dollar companies across diverse industries
- Expert in technical, conceptual and content development
- High energy and passionate, reinforces productive environments, shows results

Core Competencies

- | | | |
|---------------------------|------------------------------|-----------------------------|
| ▪ Content Management | ▪ Search Engine Optimization | ▪ Design Skills |
| ▪ Social Paid Advertising | ▪ LAMP Stack Programming | ▪ Microsoft Office |
| ▪ Newsletters | ▪ Email Campaigns | ▪ Social Media Marketing |
| ▪ Conversion Optimization | ▪ Marketing Automation | ▪ Pay Per Click Advertising |
| ▪ Power Point Design | ▪ Influencer Marketing | ▪ Affiliate Marketing |

Technical Competencies

- Marketing: Google Analytics, Facebook Insights, Instagram Campaigns, Google Adwords, Google Optimize, Hootsuite, SEMrush, Constant Contact, Bing Ads, Opti Monster, Screaming Frog
- Front-End Design: HTML, CSS, JavaScript
- Back-End Development: SQL
- Project Management: Trello, Basecamp, Mavenlink
- Content Management/E-Commerce: WordPress, G-Suite, Magento
- Graphic Design: Photoshop, Gimp
- Languages: PHP, Java, C++
- Marketplaces: Amazon, eBay
- Social Media: Facebook, Instagram, Twitter

Education

Bachelor of Science, Business Psychology
Florida State University

Professional Experience

FlexSealProducts.com

01/2015-10/2019

Director of Marketing and Development

Executive position overseeing marketing and development aspects of the organization. Worked with management to grow the company and increase the bottom-line using various marketing tools. Directed all employees in Marketing to attain the company's goals established in the company's strategic plan.

- Grew sales over 15% by incorporating new projects and removing impediments
- Increased traffic generation over 35% via pay-per-click and social media channels
- Delivered status reports to stakeholders for budgeting and planning

- Collaborated with cross-functional teams to draft schedules
- Monitored costs, timescales and resources used to achieve website launch and maintenance
- Monitored team progress of 10 employees and reinforced project completion
- Optimized profitability by developing comprehensive email marketing strategy
- Managed internal organic/inorganic web-based advertising campaigns
- Helped maximize community by developing social media experiences
- Created, implemented and delivered re-design of corporate website
- Maintained proper functioning of live e-commerce site
- Developed solutions in PHP for the WooCommerce/WordPress environment
- Monitored performance and proper functionality on the live environment
- Selected and maintained site plug-ins and custom code insuring all are up to date and functioning properly

Battle Frog

02/2012-01/2015

Marketing Communications Manager

Manager of corporate marketing and communication functions, overseeing a \$1.3M budget and 8-member team. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing

- Established strategic marketing plans to achieve corporate objectives for brands, products and services
- Developed and executed comprehensive marketing plans and programs, both short and long range, to support sales and revenue objectives of internal organizations
- Monitored competitive products and marketing activities
- Developed and managed marketing operating budget
- Coordinated with teams to develop, plan and execute activities geared toward digital marketing
- Created email, content, organic/inorganic campaigns need on per project basis
- Composed white papers and case studies to showcase B2B project successes and utilized it to gain prospective customers
- Evaluated and recommended distribution channel development programs
- Maintained contact database for marketing purposes
- Prepared key performance indicator (KPI) reports to executive team to effectively communicate increases or decreases in indicator behavior
- Managed time and budgets efficiently

HardwareOnlineStore.com

06/2008-01/2012

Project Manager

Manager of E-Commerce team; leading development of E-Commerce strategies geared toward increasing bottom-line profit margins facilitated by several large-scale developments; including site redesign, responsive implementation, analytical A-B testing and several other projects to increase profit and decrease inefficiency.

- Created, implemented, and managed e-commerce applications geared toward the building supply industry
- Utilized marketing skills via pay-per-click, data feeds, assortment of affiliate programs, targeted search
- Optimized site to increase website page views from 0 to over 10,000 visitors a day
- Increased sales from a start-up of 0 revenue to \$3.4M in sales
- Designed A/B test to optimize lead flow that result in measurable improvements to campaigns and outcomes
- Directed changes to listing conversion rate, sales, impressions, average order value, CTR to increase sales
- Analyzed market trends/sales and recommend changes to marketing and advertising strategies based on analysis and feedback