

DAVID WESTERFIELD

DIGITAL MARKETING // WEBDEV // DESIGN



PERSONAL INFORMATION

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PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR | JUL 2019 - PRESENT

MIE Solutions, *Garden Grove, CA*

- Budget management for the marketing department to balance expenditures and profitability
- Conceptualize, strategize and execute all marketing content: organic/paid in print/web
- Evolved the previous digital marketing footprint to improve brand awareness and consideration
- Oversee email marketing strategy and execution supporting prospects and customers
- Created the company's first Facebook, Google and LinkedIn advertising campaign foundation

DIGITAL MARKETING MANAGER | OCT 2018 - JUL 2019

MIE Solutions, *Garden Grove, CA*

- Plan and execute all advertising campaigns including EDM (email) blasts, Facebook Ads, and Google Ads - including A/B and experimental conversion tests
- Introduced monthly and annual KPIs to optimize our performance and spend based on insights
- Manage the company's three major USA trade shows including merchandise design and print collateral

US OPERATIONS COORDINATOR | MAR 2017 - OCT 2018

Freedom Road Destinations, *Long Beach, CA*

- Pioneered the first US branch in Long Beach, oversee day to day operations of local office and act as the main US based liaison to expand business development
- Established customer database to generate leads for the Chinese, US and Australian markets and continue to expand customer database which has lead to more than 5,700 contacts
- Build brand recognition for Chinese market utilizing Chinese specific social media applications including WeChat and LinkedIn

DIGITAL NEW MEDIA MANAGER | APR 2015 - OCT 2018

Freedom Road Travel Group, *Shanghai, China / Long Beach, CA*

- Lead digital marketing efforts using Hubspot to create email and social media campaigns and landing pages which has resulted in +1,500 leads
- Introduced automated performance analytics reports to track and audit KPIs to ensure success of current and future campaigns
- Implemented Facebook ad campaigns with a budget of \$18,000 resulting in a CPC of \$0.78 and CTR of 2.52%

DIGITAL MARKETING OFFICER | SEP 2014 - APR 2015

Yew Chung Educational Foundation, *Shanghai, China*

- Developed organic SEO and SEM campaigns which effectively established the company's first digital footprint
- Maintained both front and back-end development for the Shanghai-based website
- Created Shanghai's first social media profiles and monthly marketing campaigns

CERTIFICATION

HUBSPOT MARKETING SOFTWARE CERTIFIED | MAY 2019 - PRESENT

Hubspot, Certification Course

CONTEXTUAL MARKETING CERTIFIED | MAY 2019 - PRESENT

Hubspot, Certification Course

EMAIL MARKETING CERTIFIED | MAY 2019 - PRESENT

Hubspot, Certification Course

GA INDIVIDUAL QUALIFICATIONS CERTIFICATE | OCT 2016 - PRESENT

Google, Analytics Certification

EDUCATION

BACHELORS DEGREE (BA) | SEP 2005 - MAY 2009

University of Redlands, Major: Philosophy