

Bill Board

Head of marketing



Professional Summary

Highly accomplished and results-driven Head of Marketing with over 15 years of experience leading successful brand development and growth strategies. Proven ability to build and motivate high-performing marketing teams, optimize digital campaigns, and drive significant ROI across diverse industries. Adept at leveraging market insights to develop innovative strategies that enhance brand visibility and customer engagement.

Work Experience

Head of Marketing

January 2018 - Present

Vantage Solutions Group, Chicago, IL

- Led a team of 15 marketing professionals, overseeing all aspects of brand strategy, digital marketing, content creation, and public relations.
- Increased inbound leads by 40% and improved conversion rates by 25% through targeted SEO, SEM, and social media campaigns.
- Developed and executed comprehensive marketing plans that resulted in a 30% growth in market share over three years.
- Managed an annual marketing budget of \$2M, consistently delivering campaigns on time and within financial parameters.

Senior Marketing Manager

May 2012 - December 2017

Innovate Nexus Corp., Chicago, IL

- Managed end-to-end campaign development and execution for key product launches, achieving a 15% average sales increase post-launch.
- Developed and maintained strong relationships with media outlets and agencies, securing valuable press coverage and partnership opportunities.
- Implemented A/B testing methodologies for all digital assets, optimizing performance and reducing customer acquisition costs by 18%.
- Mentored and trained a team of 5 marketing specialists, fostering their professional growth and enhancing team productivity.

Marketing Specialist

September 2007 - April 2012

Apex Dynamics, Milwaukee, WI

- Assisted in the development and execution of email marketing campaigns, contributing to a 10% increase in subscriber engagement.
- Conducted market research and competitive analysis to identify emerging trends and inform strategic decisions.
- Managed website content updates and SEO optimization, resulting in improved search engine rankings.
- Coordinated promotional events and trade shows, enhancing brand visibility and generating new business leads.

Contact

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Skills

Digital Marketing, Brand Strategy, Market Research, SEO/SEM, Content Marketing, Social Media Marketing, CRM Management, Public Relations, Team Leadership, Budget Management, Campaign Management, Data Analysis, Strategic Planning

Education

Master of Business Administration (MBA)

Northwestern University Kellogg School of Management, Evanston, IL
Graduated: 2017

Bachelor of Science in Marketing

University of Wisconsin-Madison, Madison, WI
Graduated: 2007

Languages

English (Native)

Spanish (Professional Working Proficiency)