

HUGH MICHAEL PREACHER

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SKILLS

Over 10 years of executive marketing and IT experience focusing my expertise in the digital realm of B2C & B2B.

EXPERIENCE

White Pants Agency — *Senior Marketing Manager & Web Developer*

May 2016 – March 2017 | Dallas, TX

- Lead CMS (WordPress) web developer and designer for over 40+ accounts i.e. BoostMobileLocal, Movie Tavern, DrinkPureWine, Paciugo
- Account & advertisement management and development of clients digital SEO, PPC, and Third-Party campaigns
- Responsible for meeting project milestones and deadlines by effective strategy and communication with project teams

Solarity Studios — *Digital Marketing & Web Development*

March 2014 – May 2016 | Dallas, TX

- Senior web developer and account management
- Multi-channel advertising & marketing strategy development
- Responsible for obtaining new accounts for featured services, SEO (Search Engine Optimization) management, Video Production, and Photography

Perma-Pier Foundation Repair of Texas — *Director of Marketing & IT*

January 2008 – May 2014 | Arlington, TX

- Appointed to lead the entire advertising & marketing functions of the company through a turnaround; created roles, responsibilities, and accountabilities for the department resulting in revenue growth while consolidating marketing budgets
- Implemented internal and external IT hardware/software programs, designed a scalable telecommunication infrastructure, and managed data redundancy and security
- Developed a modern responsive website and social media presence to complement digital advertising goals

EDUCATION

Southern Methodist University — *Full Stack Flex Continuing Education*

March 2020 – Present | Dallas, Texas

Rigorous curriculum that covers a full-stack: HTML5, CSS3, JavaScript, jQuery, Node.js, Java, Express.js, React.js, Database Theory, MongoDB, MySQL, Command Line, Git, and more

WGU Texas — *Business Management*

August 2010 - April 2012 | Online

Collin County Community College — *Associates*

August 2007 - May 2009 | Frisco, TX