

# Ronald G. Weaver

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10613 11th Ave SW, Seattle, WA 98146

## PROFESSIONAL SUMMARY

Forward-thinking Marketing Director offering 8 years' experience working with cross-functional teams reaching marketing and brand development goals, client management and team leading. Recent Seattle transplant ready for the next level in my career.

## SKILLS

- **Digital Analytics**, Metrics, SEO,
- Google AdWords & Analytics
- **Paid Media – Search/FB/Twitter/Instagram**
- **Campaign strategies & plans**
- **Paid media strategies**
- Problem solving
- Product, Client & Account Management
- Marketing plan development
- **Teamwork / Collaboration**
- Programmatic/SSP

## WORK HISTORY

### MARKETING CAMPAIGN MANAGER 01/17 - 01/18

#### Lexo Media | San Diego, California

- Developed media buying skills enhancing my paid media, campaign strategies, analytics, and a/b testing expertise.
- Created and managed several high dollar Facebook accounts with hundreds of individual ad-sets, marketing 60 different products and services simultaneously.
- Collaborated with content team ensuring functioning, informative landing pages while creating quality conversion funnels for consumers and end advertisers with high TQ scores.
- Designed innovative eye-catching ads for many products, subscriptions and services.
- Attained a monthly average profit margin of 33% while expertly managing a budget upwards of \$200K.

### DIRECTOR OF MARKETING 05/16 - 10/16

#### Okun Enterprises | San Diego, United States

- Created, revised, and implemented the strategic marketing plan with realistic goals and milestones by designing a multi-pronged and comprehensive marketing strategy.
- Drafted and managed print, online and social media communications designed to promote company brand, image and values.
- Worked with Clear Channel Outdoor to create and develop strategic billboards throughout San Diego.
- Developed key messaging, branding and positioning statements along with a loyalty program.

### INTERNET SALES MANAGER 05/15 - 01/16

#### Team Kia | San Diego, CA

- Strategically negotiated with customers, overcame objections to close deals and increase sales on new and used vehicles; personally, worked deals including finance, lease, and lease returns
- Cultivated relationships with customers achieving sales objectives maintaining extensive knowledge of the product line to effectively communicate features and distinctions between makes and models.
- Proactive with personal marketing through follow-ups, cold calling, creating Facebook Ad campaigns and using analytics for campaign adjustments.
- Sold a record setting 26 units in a month.

### MARKETING DIRECTOR 03/10 - 08/14

#### GMSR | San Diego, CA

- Developed bi-annual marketing plans and directed implementation with marketing team and analyzed findings for adjustments.
- Created corporate sponsorship marketing materials to generate cash flow for scholarships.
- Cultivated and upheld strong professional relationships with vendors and negotiated contracts for events.
- Managed event teams focusing on branding and on-target message adherence.

## EDUCATION

**Bachelor of Science | Marketing 2015**  
**San Diego State University, San Diego, CA**  
*Specialization in Integrated Marketing Communications (IMC)*

➤ References upon request