

Randal Herndon

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Phoenix, Arizona

EXPERIENCED MARKETING LEADER

With over a decade of marketing experience, I've driven significant business growth through strategic use of tools like SEMrush for SEO, Google Ads and Facebook Ads for paid growth, and Hootsuite, Sprout Social and Buffer for social media engagement. Proficient in popular CRM Tools, my skills also include and are not limited to, extracting data-driven insights to surpass marketing objectives, managing projects from initiation to close, creative / brand design, launch & activation, and developing strategies & reports that reflect growth. I'm your guy. Let me help you grow.

KEY COMPETENCIES

SEO and SEM Expertise

Data Analytics

Digital Advertising

Social Media Management

Email Marketing

Web Development

Content Marketing

Marketing Automation

Graphic Design

PROFESSIONAL EXPERIENCE

CRIB Network

Jan 2022 - Present

Digital Marketing Manager / Founder | Phoenix, AZ

Plan and execute profitable websites/applications and digital marketing strategies, including social media and paid advertising. These efforts have generated over \$15M in revenue between 2022-2023. Manage digital marketing services for multi-million dollar companies, overseeing social media accounts, programmatic and paid advertising/search, SEO, and websites across various industries.

Ayr Wellness Inc.

Oct 2019- Jan 2022

Digital Marketing Manager | Phoenix, AZ

Launch and activating internal 3 brands and 3 retail locations driving local and national market presence reporting over \$3M in monthly gross revenue for the Arizona Market between 2019 - 2022. Increased profit and a yearly spending decrease of at least \$120,000 on external services in 2020. Fostered community relationships through marketing efforts alongside retail staff, earning recognition as Top Best Place to Work in 2021, New Times Best of Phoenix 2021, Glendale Best of 2021, and Chandler Best of 2021. Managed SEO, programmatic and paid advertising from analysis execution, to reporting for 17+ retail locations nationwide.

Godaddy

July 2018 - Oct 2019

Online Business Consultant / Email | Gilbert, AZ

Managed customer accounts through high-level consultation, providing expert technical advice on GoDaddy products and services. This contributed to a minimum of \$20k in monthly sales. Collaborating within a dedicated team, I was responsible for testing new sales flows and products before general release.

Boys & Girls Club - Greater St. Louis

Jan 2017 - Jun 2018

Digital Art Instructor | St. Louis, MO

Developed, and executed curriculums focused on digital art concepts and fundamentals while managing classrooms of 15-30 students.

Lifted Media

Jun 2016 - May 2018

Marketing Coordinator & Graphic Designer | St. Louis

Optimized online presence through Google My Business and Social Media Management. Managed digital advertising on Google and Facebook with timely updates. Delivered quick, professional merchant correspondence, fostered client relationships, and supported Account Management. Provided web and print graphics when required by project.

Upland Second Street

Dec 2014 - Jun 2016

Promotions Specialist / Customer Support | St. Louis, MO

Provided reactive email and phone support for partners, which included nearly 3,000 TV, Radio, Newspaper, and Ad companies, including iHeartMedia, USA TODAY, and Radio One. Guided partners on implementing online promotions platform best practices to achieve specific goals, such as growing their email database and maximizing sponsorship revenue. Assisted with customer marketing efforts by fulfilling custom graphic design, and HTML update requests.

EDUCATION & CERTIFICATIONS

Bachelor of Arts

Webster University, 2014 | St. Louis, MO

Majors: Media Communications

Minors: Audio Production

Certificate of Entrepreneurship & Small Business

Webster University, 2011 | St. Louis, MO

SOFTWARE SKILLS

Google Ad Suite, Google Analytics, Facebook Ads Manager, MailChimp or HubSpot, Hootsuite or Buffer, SEO Tools (e.g., SEMrush, Moz), Content Management System (CMS) (e.g., WordPress), Adobe Creative Cloud (Photoshop, Illustrator), Adobe Experience Manager, Ahrefs, Canva, Google Search Console, Buffer, Sprout Social, Analyze, Hootsuite Insights, Hotjar or Crazy Egg, Trello or Asana, Google Suite (Docs, Sheets, Slides), Google Optimize or Optimizely, Salesforce or HubSpot CRM, AdRoll or Retargeting Platforms, BuzzSumo, Microsoft Office, Zapier, HTML, CSS, Javascript, React

REFERENCE

Available on request