

5919 Boyce Springs Drive
Houston, Texas 77066

damian@damiansmith.us
(713) 878-8270

Skills	<ul style="list-style-type: none"> • Effective, experienced, collaborative leader of marketing and inside sales teams • Certified in Google AdWords and Google Analytics • Advanced proficiency in HTML, CSS, JavaScript, PHP, MySQL, WordPress, Drupal, Bing Ads, Apex, Salesforce, SalesGenius, Linux • Extensive experience in both personally accomplishing and leading teams in search engine optimization, paid search marketing, email marketing, social media marketing, content marketing, event marketing, blogging, web development, CRM administration, and Salesforce development • Experience in Pardot, Eloqua, Act-On, HubSpot, Python, ASP Classic, jQuery, Node.js, PHP List, osCommerce, Zen Cart, WooCommerce, Microsoft Dynamics CRM, Sugar CRM, Suite CRM, Quick Base 		
History	<p>Executive Director of Demand Generation 2016 – 2017</p> <p>Director of Marketing 2014 – 2016</p> <p>Senior Marketing Manager 2013 – 2014</p> <p>SalesStaff Stafford, Texas</p> <ul style="list-style-type: none"> • Lead Marketing department comprised of 11 specialists, Salesforce administrators, and inside sales professionals to a 238% increase in monthly sales inquiries • Integrated disparate marketing platforms to construct a cohesive marketing engine that drove a 145% increase in annual revenue • Supervised the development of a new e-commerce property using WordPress and WooCommerce • Selected, implemented, and integrated new marketing automation platforms including Pardot, Act-On, HubSpot, and SalesGenius to nurture an active database of over four million records • Developed custom WordPress plugins to enhance analytics capabilities <p>Internet Marketing Manager 2011 – 2013</p> <p>iland Internet Solutions Houston, Texas</p> <ul style="list-style-type: none"> • Implemented an advanced Google Analytics deployment to measure, analyze, and improve all online marketing mediums including email marketing, paid search, organic search, and in-person events • Developed and maintained custom Drupal and WordPress web properties and servers • Dominated competitors with a new, world-class AdWords strategy and campaigns • Architect and developer for a new MySQL database, organizing over a million marketing contacts <p>Web Marketing Specialist 2008 – 2011</p> <p>NetIQ Houston, Texas</p> <ul style="list-style-type: none"> • Used content optimization and link building techniques to measurably increase SEO performance • Designed and implemented new AdWords account, increased inbound leads; \$20k/month budget • Developed HTML email templates and copy to support email marketing efforts • Primary Eloqua user – leading role in the selection and early adoption of marketing automation • Enhanced source tracking, and analytics integration; Google Analytics, Omniture, and Webtrends <p>Freelance Web Marketer 2003 – 2008</p> <p>Divergent Lines San Antonio, Texas</p> <ul style="list-style-type: none"> • Entrepreneur offering web design, development, and marketing in multiple industries; B2C & B2B • Developed multiple successful e-commerce sites using osCommerce, Magento, and Zen Cart <p>Enlisted Aircrew 1996 – 2000</p> <p>U.S. Air Force Europe, North Africa, North America</p> <ul style="list-style-type: none"> • Airborne C-130E operations; equipment, cargo, and personnel transport and airdrop • 43 combat missions into Bosnia, Kosovo, and Albania; Air Medal, Aerial Achievement Medal 		
Education	College Coursework	Axia College of the UoP	2005-2007
	High School Diploma	Conroe High School	1995