**[Marketing Department Director](https://www.postjobfree.com/resume/adzlpb/marketing-department-new-york-ny)**

**Location:**New York, NY

**Posted:**September 10, 2023

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**Resume:**

Peter Tobey

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2021 - Present

V.P. Marketing

Hilco Streambank – IPv4.GLOBAL New York, NY

Built marketing department from scratch. Vetted, hired, and manage outsourced support for PPC, SEO, PR, social, email-ad-retargeting (multiple vendors), community engagement and events. Manage art, editorial, website, and most email efforts internally. Sales grew from $95MM to $250MM in 2022. Marketing department transformation generally acknowledged as crucial to this growth. Budget and manage seven-figure effort using data-driven analysis and forecasting. Track and analyze client sales journey using Salesforce and Hubspot.

2016 - 2021

Sales & Marketing Director

Sobo & Sobo, LLP Middletown, NY

Direct all sales & marketing for this 50-attorney, 175-employee law firm. Doubled regional brand recognition. Drove two-year new client growth of 45% in spite of Covid-19 impact.

Direct SEO efforts, PPC and online display advertising. Write and direct the production of video for cable TV, streaming and other online distribution. Produce B2B and B2C newsletters, collateral and website content. Write, design and direct all publications, billboards, advertising, signage, collateral, and PR. Create outbound email promotions directed to existing and prior clients and attorneys. Direct B2B referral sales efforts among legal and healthcare communities.

2004 - 2016

Sales & Marketing Director

Salem Press & H.W. Wilson Hackensack, NJ

Manage 45-person sales and marketing department responsible for increasing sales of print, ebook and database content to public libraries, school libraries, and college libraries. Revised marketing (direct mail and email, advertising, website and catalog re-design) increasing sales 300%. Directed all marketing creative and wrote direct marketing and website content.

2002 to 2004

Director of Marketing

Brodart Books Division Williamsport, PA

Directed marketing, communications and product development at this $100 million book distributor to public libraries and schools. Directed 75 employees in Sales, Marketing, Custoomer Service and Collection Development, with full P&L responsibility for company’s two leading product lines, McNaughton and Compleat Books.

1988 to 2002

Founder & CEO

Tobey & Company Malvern, PA

Founded independent publisher, morphing into a successful marketing agency. Developed marketing strategies and executed promotions across all media. In connection with such efforts, developed website and web application services. Conceived, developed and marketed two SaaS applications devoted to large automobile fleets. Innovative features combined dynamic data flows for staff monitoring, safety analysis and automated, intelligent response.

For portfolio and writing samples, see www.fuseandcompany.com/portfolio.htm.