**[Business Development Digital Marketing](https://www.postjobfree.com/resume/adzae6/business-development-pittsburgh-pa)**

**Location:**Pittsburgh, PA, 15222

**Posted:**August 28, 2023

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**Resume:**

Don Group

Pittsburgh, PA

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Product Marketing Leader B2B and B2C Expertise

Professional Summary

Experienced in marketing and business development, capitalizing on market opportunities to fuel growth. Proven expertise in conceiving and executing successful go-to-market marketing and sales campaigns with a growth-driven approach.

Key Skills

Microsoft Office Adobe Creative Cloud: Photoshop, Illustrator, Premiere Pro, Acrobat

HubSpot Trello Slack Zoho Mac and Windows OSs

Marketing Campaigns Business Development Product Strategy Branding

Lead Generation Campaign Planning Persona Development Digital Marketing

Advertising Creativity Data analysis Strategy formulation Delivering compelling presentations Effective communicator and collaborator Adept at cross-functional teams History of nurturing talent through impactful coaching and mentoring.

Professional Experience

Director of Marketing and Business Development CodeReal July 2019 - May 2023

·Strategized and executed global marketing programs for a Virtual Reality, Augmented Reality, and Mixed Reality software company.

·Led a multinational team of five and fostered collaboration with clients and developers across diverse regions.

·Forged a robust brand identity through a targeted go-to-market strategy.

·Elevated SEO and metrics through comprehensive testing initiatives.

·Conceptualized and implemented marketing and business development plans, propelling revenue from zero to $2M in 2 years through networking, email marketing, and digital content strategies.

·Orchestrated impactful cross-platform marketing campaigns spanning print, digital, social media, and email, driving substantial customer engagement.

·Managed website design, ensuring a seamless customer experience.

·Exercised budgetary oversight to optimize resource utilization.

·Conducted industry research to identify trends and customer preferences.

Owner dgroupdigital February 2014 - July 2019

·Drove revenue growth for clients via effective branding, communication, and marketing strategies.

·Managed budgets ranging from $500 to $15,000 monthly.

·Educated small business owners on successful marketing strategies including automation tools, SEO, SEM, and social media/email marketing.

·Achieved a remarkable 200% YoY sales increase for a client through impactful Facebook and Instagram ads.

·Sustained 45% annual growth for consulting business over four consecutive years.

·Proactively sought new clients via cold calling and outbound techniques.

·Nurtured deep expertise in business management, marketing, and finance principles.

·Maintained strong financial health through rigorous expense and cash flow monitoring.

·Clients ranged from retailers to home remodeling companies.

Product Marketing Manager Avanti Management December 2010 - January 2014

·Led a team of up to 20 to execute traditional and digital marketing campaigns for education sector clients.

·Crafted and maintained a cohesive marketing strategy, positioning the company as an industry pacesetter.

·Launched go-to-market strategies for diverse products such as books, games, and computer applications.

·Pioneered the marketing department, recruiting content creators and digital artists.

·Oversaw the launch of an award-winning book series, achieving sales of 350K+ copies in the inaugural year.

·Crafted compelling product content, including landing pages, website copy, product videos, and blog posts.

·Leveraged customer feedback and market research data to refine products.

·Collaborated across functions to ensure product launches exceeded customer expectations and business targets.

·Crafted a comprehensive go-to-market strategy, culminating in a 40% sales increase for a new product.

Education

Bachelor of Arts in Journalism and Communications Point Park University, Pittsburgh

Certifications

·Google Analytics

·Luma Human-Centered Design

·Digital Marketing

·Facebook Ads