

Doug Weber

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Brand Building / Marketing / Email Campaigns / Content Development / Copywriter / SEO driven content / Keyword research /
Wordpress Website Development / Salesforce / Marketo

Marketing Operations Specialist Campaign Opps

Areas of Expertise:

- Brand Building/Sales Support
- Strategic Vision and Leadership
- Affiliations/Partnerships
- Google Analytics
- Website development - Wordpress
- CRM – Salesforce and other systems
- Contract Negotiations
- Marketing/Email Campaigns: Constant Contact, Marketo
- SEO driven newstetter content
- Keyword research

Professional Experience

09-2010 to 02-2019 VP Marketing and Sales - Building Material Solutions Inc.

Achievements:

- Rebranded Tyroc Overflooring to Tyroc Subflooring based on market feedback to better address the product's purpose and use.
- Increased website page views by 2259% organically by creating a new website in WordPress with a new URL and content that gained top placement in search engines organically using keywords and SEO driven content.
- Increased request for quotes and leads by 4400%
- Created new collateral materials and sales support presentations for distributors, contractors, and outside sales reps.
- Created newsletter content averaging 45% opens delivered to segmented audiences based on category, audience interest, and needs-based on collected data.
- Increased sales revenue by more than 700% from year 1 to year 3 with new product introduction averaging 40% margins by establishing new distributors in key markets. Developed and managed a 1 step distribution system for end buyers not in distributor/dealer territories servicing direct inquiries from the new website.

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- Created a CRM database in Microsoft Office/Access with over 3,000 direct contacts segmented by buyer profiles.
- Conducted in-field, lunch and learns, and trade show presentations providing product education of a new product to targeted buyers.

08-1993 to 09-2010 President / Owner - Axiom Marketing & Communications Inc.

Specializing in project management including marketing, PR, sales management, training, and event production.

Achievements:

- Bootstrapped my own business with first-year net revenue of over \$100,000
- Launched 3 new projects for 3 separate clients resulting in first-year profitability for each client and project.
 - Scottsdale Convention & Visitors Bureau visitors publication. Negotiated contract to publish and print annual magazine. Managed marketing, sales, and production.
 - Arizona Bridal Affair bi-annual event for brides, wedding event planners and vendors. Negotiated contract for event space and exhibitor services. Managed sales for vendor booth space. Created and managed PR, advertising and sales collateral to promote the event.
 - Sports Arizona bi-monthly magazine.

07-2005 to 09-2010 Golf Tournament Association of America (serving Charity Golf Tournaments) - Executive Director/Partner

Achievements:

- Increased revenue by 200% by developing a new website to sign up members, sell merchandise, sponsorships, and launched a bi-annual publication.
- Created and developed a membership database of over 25,000 members.
- Developed supplier relationships of over 50 golf tournament suppliers for logoed merchandise.
- Created and developed an online store for golf tournament event organizers to buy direct from local and national suppliers serving charity golf tournaments.

Education

Bachelor of Arts and Science, Major: Journalism/Advertising; Minors: Marketing, Psychology and English University of Nebraska – Lincoln, Nebraska