

Albert Moses

815.370.3348 · Athens, GA 30606 · albertsimonmosesiii@gmail.com · www.linkedin.com/in/albertmoses

Marketing Director

Brand Strategy | Creative Direction | Digital Marketing

A creative, analytical marketing leader with more than ten years of professional leadership experience developing and implementing branding strategies and digital marketing campaigns that result in increased sales revenue and qualified lead generation. Bold, decisive leader with hands-on experience and a proven record of building and coaching a marketing staff, including designers, art directors, product managers, and video production crew.

Core Competencies

Strategic Planning | Sales Growth | Lead Generation | Marketing Leadership
Marketing Automation | Budget Management | Advertising | Content Marketing
Graphic Design | Search Engine Optimization (SEO) | Pay-Per-Click (PPC) | Google Ads

WORK EXPERIENCE

Pulse PEMF - Cartersville, GA

10/2020 - 12/2022

Marketing Director

Constructed a marketing infrastructure to help grow a worldwide wellness technology brand.

- Strategized the rebranding of Pulse PEMF worldwide in 2022, resulting in a \$3M (16%) company record year-over-year in sales revenue growth.
- Created a digital marketing plan that elevated Engagement (250%), Conversion Rate (15%), and Qualified Leads (100%).

Key Digital Marketing Takeaways:

- o Directed the structure and build of multiple email drip campaigns.
- o Designed and managed the delivery of an optimizable website.
- o Guided the construction of an internal learning management system (LMS).
- o Supervised the implementation of all Search Engine Optimization (SEO) and Pay-Per-Click (PPC) marketing strategies.
- o Oversaw the rebranding and strategy of our social media marketing, leading to more than 3500% growth in engagement and 400% in click-through.
- Assembled and managed a remote marketing team that allowed Pulse PEMF to reduce its overall marketing budget by \$150,000 annually.
- Earned a seat as one of the top four decision-making executives within Pulse PEMF.

- Introduced a modified creative aesthetic across all marketing channels.

Fun Spot - Hartwell, GA

03/2019 - 10/2020

Marketing Director

Crafted a cohesive marketing strategy to help grow the #1 trampoline park manufacturer.

- Increased monthly lead generation by 400% through restructuring all marketing strategy and creative.

Key Marketing Strategy Takeaways:

- o Designed a website that yielded 70% more traffic.
- o Directed and produced promotional videos for Fun Spot equipment.
- o Rebranded Fun Spot with a new logo design and more modern aesthetic.
- o Produced and hosted a weekly video podcast that increased Fun Spot's B2B marketing relationships by 20%.
- o Crafted a marketing funnel by introducing and managing Hubspot CRM.
- o Authored a new marketing slogan, "We Build Better Parks."
- Administered an annual budget of \$2M with full accountability for performance against immediate and long-range corporate objectives.
- Designed a 3K Sq. Ft. trade show booth, with 162% return on investment.
- Supervised and coached a team of designers, art directors, and third-party contractors regionally and offshore.

The Cook and Company - Oakwood, GA

08/2017 - 03/2019

Marketing Director

Constructed a digital marketing strategy to unify all five logos under the Cook & Co. umbrella.

- Acted as a brand ambassador for Cook and Co. at client events, trade shows, conferences, and award presentations.
- Oversaw and maintained the day-to-day responsibilities of the marketing team.
- Crafted a brand strategy with creative aesthetics and digital marketing.

Conisus - Atlanta, GA

01/2015 - 09/2017

Director of Production and Graphic Design

Streamlined the print production process and created contemporary graphic design.

- Produced HTML email campaigns for large pharmaceutical conglomerates.
- Created and managed automation software to reduce production time by 50%.
- Improved the printing process with best practices, efficiencies, and superior quality control practices that reduced misprint spending by \$75,000 annually.

Barberitos Franchising - Athens, GA

05/2014 - 01/2015

Marketing Director

Managed all marketing strategies and creative direction for 56 franchised restaurants.

- Increased foot traffic by 20% and sales by 35% with a new marketing campaign,

“The Burrito Revolution.”

Marketing Campaign takeaways:

- o Created a way for local charities to benefit from each in-store purchase.
 - o Directed multiple video promotions.
 - o Launched all new marketing print deliverables.
 - o Strategized all social media and digital marketing.
- Composed a marketing plan for each restaurant (56) to create consistency throughout all locations.
- Constructed a marketing funnel to help visualize ROI in all marketing endeavors.

LB Marketing, Inc. - Alpharetta, GA

01/2010 - 05/2014

Marketing Director

Crafted all print and packaging designs for flashlights in major retailers worldwide.

- Increased overall sales (42%) by reducing packaging materials (75%) on all products, which allowed more retail planogram real estate for our merchandise.
- Created a marketing plan and storyline that landed our limited edition Christmas product on *Good Morning America*.
- Appeared multiple times on 11 Alive news to promote new products.

EDUCATION

Savannah College of Art and Design - Atlanta, GA

Bachelor of Fine Arts - Graphic Design