

Full Stack Marketing Professional

Randy Noxon

1301 Justin Rd. Lewisville TX 75077

P: 956-622-1220 - rnoxon@gmail.com

Online Portfolio: www.DFWmarketingPRO.com

Creative Strategy - Technical Expertise - Project Management - Analytics

Summary:

Hands-on marketing professional with a positive, self-starter personality. A business strategist that incorporates both creativity and KPI's into marketing campaigns. Broad technical skillset. Working knowledge of numerous cloud-based marketing software and CRM platforms. 20+ yr. manager who is both personable & collaborative with others, while holding teammates accountable. Exemplary communicator (upper management, content writing, public speaking, etc.)

Expertise:

- 20+ Yrs. Managerial experience
- ROI-focused digital media strategy
- Technically savvy: MS Word, Excel, Publisher, Power-Point, Visio, Adobe Suite, etc. WordPress, Sharepoint, HootSuite, HubSpot, SalesForce, etc. (and more)
- Paid search marketing (PPC) campaign management
- Annual budget creation / management
- Demand Generation
- Vertical Marketing
- Channel Marketing
- CRM integration w/ marketing efforts
- Project Management Critical Chain (CCPM) and SCRUM Methodologies
- Impeccable communicator (eMail, oral presentation, and public speaking)
- Strong interpersonal skills - team collaboration, strategic partnerships/contractors, etc.
- Hands-on graphic design (*print/digital*) brochures, web pages, HTML email campaigns, logos, icons, signage, apparel etc.
- 10 + years photo/video editing & production
- Content Creation (hands on writing & oversight of content writing teams)
- Email Marketing - Mailchimp, Constant Contact, Emma

Work History:

Marketing Director - Opsgility, LLC. (Microsoft Learning Partner)

February 2018 - Present

WORLDWIDE INSTRUCTOR-LED TRAINING PROVIDER OF CLOUD-BASED TECHNOLOGIES ie. Azure, Sharepoint, Dynamics, Office 365

- Brand messaging and advanced go to market strategy focused on large enterprise businesses
- Content writing (online, print, and electronic marketing) to improve SEO and online presence
- Advanced social media campaign management incl. LinkedIN paid advertising via HootSuite
- Emma email marketing campaign management and ROI measurement
- B2B and B2C marketing campaigns with defined KPI's

Marketing Director - Wisenbaker Builder Services

August 2014 - Dec 2017

FLOORING, CABINERY, COUNTERTOPS, WINDOW COVERING PRODUCTS and SERVICES FOR TEXAS-BASED RESIDENTIAL HOME BUILDERS

- Marketing support for 5 subsidiary companies internationally
- Hands-on Digital / print sales literature, educational media, etc. to support vertical sales teams
- Content creation and maintenance of company-wide intranet (1,000+ users via *Microsoft Sharepoint*)
- Website maintenance and content management for all subsidiary company websites
- Channel Marketing support for numerous products / services
- Marketing analysis to support strategic product changes
- Google AdWords Campaign - Creation, coordinated launch, and KPI-based maintenance

Work History: *(cont.)*

Marketing Director - Brandom Cabinets

August 2010 -
August 2014

U.S. MANUFACTURER OF SEMI-CUSTOM CABINETRY

- B2B and B2C Marketing to support wide assortment of cabinetry and accessories
- Marketing / Communication support for nationwide Dealer Network of more than 400 dealers
- Direct oversight of contract partners: bidding process, scope and project management, invoice payments, etc.
- Strategic planning, organization, and execution of product marketing and brand messaging
- Hands-on graphic design of both digital and print marketing collateral (*digital portfolio available*)
- Management of annual budget / vs / return on spending (ROI)

Marketing Director - The Vector Group

May 2007 -
August 2010

INTERNATIONAL IMPORTER OF MODERN & CONTEMPORARY KITCHEN AND BATH SINKS, FAUCETS, DRAINS, MIRRORS, ETC.

- Led strategic transition from \$8K/mo eBay advertising budget to in-house SEO website development
- Ecommerce B2C marketing campaigns (NetTag, Pricegrabber, eBay) with defined KPI's
- Email marketing campaign targeted on enterprise commercial builders (hotels, dormitories, multi-unit condominiums)
- KBIS (kitchen & bath industry show) attendance and focal presentation / demonstration booth
- B2B Nationwide wholesaler network - digital /print marketing collateral creation, branding, content management
- Demand generation marketing - contemporary modern / uniquely progressive kitchen and bath materials & designs
- CRM integration of ecommerce sales platforms, marketing efforts, and wholesale network

Market Manager - Capital One Bank N.A.

Sept 2006 -
April 2007

TRANSITIONING FROM CREDIT CARD ACCOUNTS TO OPEN RETAIL BANKING CENTERS IN THE TEXAS MARKET

- Outside business development for brand new retail consumer banking centers in the Dallas / Ft. Worth Market
- Worked with corporate marketing on brand awareness campaign and go to market strategy - defined KPI's
- Worked with the community, employers, sponsorships, etc. to create relationships that transition into accounts
- Oversight of banking center operations including loan originations, new account openings, employee staffing & training, profit and loss management, etc.
- Pipeline management of commercial account acquisition and referral to other lines of business ie. Merchant Services

Banking Center Manager, AVP - Bank of America N.A.

June 2004 -
Sept 2006

CONSUMER BANKING CENTERS IN THE GREATER DALLAS, TX MARKET

- Oversight of 2 banking center location operations including loan originations, new account openings, employee staffing & training, profit and loss management, etc. for 2 separate center locations in Colleyville TX.
- Appointed Training Manager for the market executive team - all new managers trained with me at my facilities
- 2005 Award of Excellence winner—finishing in the TOP 100 banking centers out of 5,151 locations nationwide
- Driven sales leadership and advanced pipeline management of loan prospects

Education:

Online Certification Program

- Certification training



Enrolled Evenings

Online Certification Program

- Certification training



Completed 04/2017

Online Certification Program

- Certification training



Completed 05/2016

State University of New York College of Agriculture & Technology

- Degree in Social Science
- Played NJCAA Basketball



Graduate May 1993

Professional References: *(additional reference available by request)*

Rochelle Newsom

Manger Cabinet Processing team at Wisenbaker Builder Services

To Whom it May Concern:

I strongly recommend my colleague, Randy Noxon for employment. I have had the pleasure of working alongside him for 4 years where he has been entrusted with a great deal of responsibility.

Randy was responsible for various assignments including creating marketing material, project management and communication throughout the company.

Randy has excellent communication skills. In addition, he is extremely organized, reliable and computer literate. Randy can work independently and is able to follow through to ensure that the job gets done. He is flexible and willing to work on any project that is assigned to him. Randy was quick to volunteer to assist in other areas of company operations, as well.

Randy would be a tremendous asset for your company and has my highest recommendation.

Sincerely,
Rochelle Newsom

James Babineaux

Director Talent Management at Wisenbaker Builder Services

Randy brought to our company the rare combination of creative energy and technical expertise. A total team player, Randy was effective in engaging the organization on many levels as he directed and managed a full project agenda.

Laura Miller

former CEO at ModernDanish.com

Randy is an amazing mentor and natural born leader. We hired him at the height of our growth spurt to help streamline daily operations and create internal systems. He brought a professional yet fun style with him which greatly improved employee productivity and customer loyalty. We had grown 500% in sales for the third consecutive year and really were suffering in all areas by not adapting fast enough to our challenges of growing so fast. Randy is exceptional at problem solving, team building and solution focused strategy. In the several years we worked together I enjoyed our relationship and would highly recommend him as an extreme asset to any business and I highly recommend him to any company.