

DAVID R INGRAM

Growth Hacker, Creative, MBA

Passionate Marketer Obsessed with Growth, Optimization, and Automation.

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QUICK FACTS

- 9+ years marketing experience
- MBA from Cal Poly Pomona
- Combat Infantry Veteran
- Eagle Scout
- 10+ years experience in design, Adobe Creative, and HTML/CSS

PROFILE

Obsessed with automation, optimization, analytics, design, and psychology, a wealth of competencies gained add value to any organization. These skills coupled with years of experience in marketing have created a strong base as a marketing leader and practitioner.

EDUCATION

Masters of Business Administration - 2020

California Polytechnic University, Pomona

BA, General Studies - 2016

Southern New Hampshire University

CERTIFICATES

Pardot and Marketing Cloud

Multiple Badges - ongoing
<https://trailblazer.me/id/dingram>

Python Programmer Track

DataCamp - 2020

Google Analytics IQ

Google - 2019

Google Tag Manager Fundamentals

Google - 2020

Inbound Marketing Certified

Hubspot - 2020

WORK EXPERIENCE

Marketing Manager | Jum-Pawn-It | 2021-Present

- Manage all aspects of the marketing program across 5 locations.
- Create, execute, and control all marketing promotions and programs
- Manage all social media, websites, lists, and other marketing tools.
- Create, order, and distribute collateral, signs, and swag
- Develop and manage all digital ads and traditional ads
- Conduct SEO to increase store visibility

Growth Hacker | DIM&C | 2017-Present

- Help businesses to develop, execute, and monitor marketing automation, analytics programs, and landing page optimization.
- Find and execute strategies for marketing growth.
- Implement marketing technology and analytical tools.

Marketing Specialist | Provident Real Estate | 2017-2019

- Designed and maintained email and automation, list building, lead scoring, and landing page optimization
- Conducted market research and marketing analytics.
- Developed and oversaw all digital marketing and analytics efforts.
- Acted as marketing consultant to real estate agents and assisted in marketing, strategies especially in automation and MarTech.

Marketing Coordinator | Manley Labs, Inc. | 2016-2017

- Developed and executed all digital marketing and analytics efforts.
- Maintained email marketing, social media, and SEM strategies.
- Managed worldwide roster of resellers and vendors.
- Managed and executed industry trade shows, including NAMM.

Creative Director | Aeries Software, Inc. | 2015-2016

- Lead the development of ads, email campaigns, landing pages, collateral, and event booth design.
- Spearheaded the rebranding effort from "Eagle Software" to Aeries.
- Acted as Aeries Software, Inc. brand manager.

Multimedia Designer | Aeries Software, Inc. | 2012-2015

- Designed ads, landing pages, email campaigns, collateral, and event booths in support of marketing and sales efforts.
- Edited audio and video in support of marketing efforts and customer education.

Infantryman, Specialist | United States Army | 2006-2009

- Awarded Combat Infantry Badge and Army Accommodation Medal for heroism and meritorious service while deployed to Operation Iraqi Freedom 07-09.