

# JOHN RAY STRICKLAND

Marketing Professional | Web Developer | Creative Project Manager



1.281.746.5827



Johnray Strickland



Johnrays54@gmail.com

Las Vegas, NV



2016-2017 Dr. Dabber - Las Vegas, Nevada, USA

## DIRECTOR OF MARKETING

- Brand development, designing, UI/UX, writing and executing creative marketing campaigns for B2C and B2B, marketing automation, and trade show / media buying / email campaigns
- Strategic planning including branding positioning and messaging, competitive analysis, customer segment selection and penetration plans, and related product positioning.
- Redesigned and Launched DrDabber.com on Shopify platform, SEO / PPC, analytics, improved lead generation through UI & UX. Developed product messaging, strategy and growth tracking analytics systems.
- Drive acquisition KPIs, including CPA, CTR, conversions, and ROI.  
Business & Marketing Automation | Web Development | Creative | Design | SEO | Photography | Video | Content Strategy | Landing Pages | Blog | Digital Marketing | Events & Conferences | Marketing Materials | Sales Funnel

2013-2016 Thrustmaster of Texas - Houston, Texas, USA

## MARKETING MANAGER

- Defined and directed marketing programs for demand creation, lead generation and thought leadership.
- Strategic Consulting, including business plan & sales strategy development. Oversee marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and event collateral materials, analyst and market research management, website design and content - either directly or on an outsourced basis.
- Direct promotional campaigns, managed advertisement buys across print and digital mediums, international trade show coordination across 12 events annually, principal graphic designer.
- Thrustmaster.net redesign, SEO / PPC, analytics, improved lead generation through UI & UX. Developed product messaging, strategy and growth tracking analytics systems.
- Oversee all corporate marketing operations including communications, trade shows and events, website, videos, presentations and development of sales tools and marketing materials.
- Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support
- Implemented Salesforce CRM and managed functionality, database, reporting, training and adoption

2011-2013 dumBEAT Marketing- Houston, Texas, USA

## VICE PRESIDENT

- Directed product and business development with SMB, digital strategy, product delivery, customer relationship management, project management
- Software development, staff training at digital marketing company specializing in SEO, video and web development
- Developed custom Word Press, Drupal, Joomla CMS templates for clients with PHP, MySQL, HTML, CSS, jQuery and Javascript.
- Brand development, designing, writing and executing creative marketing campaigns, automated marketing, and targeted trade show / media buying / email campaigns
- Strategic planning including corporate positioning and messaging, competitive analysis, customer segment selection and penetration plans, and related product positioning.

2010-2011 VistaWorks- Buena Vista, Colorado, USA

## WEB DEVELOPER

- Designed and develop websites for a range of SMB clients utilizing HTML5 / CSS3, jQuery, PHP, MySQL and server management.
- Developed advanced SEO / SEM techniques to rank clients for keywords based on their target KPI's

2007-2010 NEWSCHANNEL 13 ABC (KRDO)- Colorado Springs, Colorado, USA

## DIGITAL CONTENT DIRECTOR

- Directed the redesign and launch of KRDO.com leading to 1.6 million new visitors annually increasing digital advertisement revenue, lead early adoption of social media and user generated content used during breaking news stories online and on-air. Awarded 'Best Website' by the Associated Press in 2007-2008, created dynamic content to grab the attention of visitors, informative experience for the visitor.



## EDUCATION

### UNIVERSITY OF NORTHERN COLORADO

Greeley, Colorado, USA

DEGREE: Bachelor of Arts in Journalism



## SKILLS

- Marketing
- Project Management
- Team Management
- Graphic Design
- Creative Design
- Technical Support
- Social Media
- Copy writing
- SaaS Implementation
- Photography
- Adobe Creative Suite
- Media Buying
- Collaboration
- HTML5 / CSS3
- Training/Education
- Art Directing
- jQuery



## REFERENCES

- Dave Petryk, Owner, American Controls Corporations
  - Phone: 281.468.3370
  - Email: davep@acc-controls.com
- Joe Bekker, President, Thrustmaster of Texas, Inc.
  - Email: jbekker@thrustmastertexas.com
  - Phone: 713.937.6295
- Bill Hardy, Sales Director, Thrustmaster of Texas, Inc.
  - Phone 713.818.1204 Email: bill.hardy@thrustmastertexas.com