

ANTHONY ALLGOOD

DIRECTOR OF MARKETING AND DIGITAL STRATEGY 📍 SANFORD, FL, 32771, UNITED STATES 📞 (813) 440-8121

◦ DETAILS ◦

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◦ CERTIFICATIONS ◦

Big Data Analytics - MIT
Marketing Analytics - UC Berkeley
Hubspot CMS for Developers
Hubspot Email Marketing
Hubspot Inbound Marketing
Hubspot Social Media
SEM Rush Technical SEO
Google Data Studio
Google Ads Mobile
Google Ads Display
Bing Ads
Google Analytics
Adobe Creative Suite
Front End Web Development
Backend Development
Microsoft Office Suite

◦ TEACHING ◦

Salem Media Tampa Campus-
Digital Marketing & Your Business
2019

◦ HOBBIES ◦

Surfing and Web Design

◦ LINKS ◦

[Linkedin](#)
[Professional Website](#)

👤 PROFILE

Experienced Director of Marketing with extensive experience building, maintaining, and running successful digital marketing campaigns and strategies. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Proven success creating and executing high-converting social media campaigns, email drip campaigns, PPC, multi-channel, websites, landing pages, display, on-page, and off-page SEO, SEM, and digital strategies. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

📁 EMPLOYMENT HISTORY

Director of Marketing and Digital Strategy at Twenty-Five Seventy-Five INC, Tampa, FL
August 2018 — Present

Provide leadership and oversight to the marketing team of several small businesses. Responsible for growing and delivering new customer acquisition targets through all digital platforms.

- Successfully increased brand awareness and revenue for Puff'n Stuff Catering and its affiliate's by 68% across multiple digital platforms
- Clients include Rockstar Energy, Kansas City Chiefs, Compassion International, Converse, and Munitio Headphones.
- Assisted in growing first-time website visits and achieved the top organizational goal of building brand identity.
- Responsible for a \$2M budget for marketing functions including brand management, product launch, advertising, marketing collateral, and events.
- Successfully increased Munitio Headphones web presence and global brand awareness by 34% utilizing social media marketing and an aggressive email marketing campaign.
- Provide short and long-term market forecasts and reports by direction market research collection, analysis, and interpretation of market data.
- Content writing for all emails Hubspot, website, video, and social media - speaking in brand voice.
- Create reports using Google Analytics, YouTube keywords, tags, competitor analysis, and Facebook reports - Excel/Pivot Tables
- Achieve financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.

Director of Marketing and Digital Strategy at Salem Media Group, INC, Tampa, FL
August 2018 — July 2019

Responsible for the development and execution of integrated marketing communications, plans, and budgets. Hire, train and manage marketing and support teams. Support sales and account management providing tools for successful sales growth. Responsible for strategic planning and implementing marketing strategies to achieve financial objectives.

- Oversee marketing team responsible for the digital strategy of 6 radio stations, 10 staff members, and 40+ clients.
- Successfully increased event revenue and attendance by 50% for Spanish events and increased attendance for main faith-based event resulting in the award Event of the Year from Corporate.
- Train and mentor digital marketing team responsible for \$200,000 year-on-sales growth.

- Improved Salem Media Tampa national broadcast ranking from 75 to 10, as well as ranking in the Spanish market to number 4.
- Setup and administration of digital systems to support advertising, lead generation campaigns, and lead management.
- Configure the infrastructure for lead management including CRM configuration, and other communication tools to facilitate lead management.
- Configuration of online digital media campaigns to generate traffic, visibility, and consumer inquiries for the company.
- Development, management, and review of social media campaigns.
- Develop print media and audio/visual advertising content.
- Produced multiple events political and faith-based events.
- Developed several digital campaigns and worked closely with radio hosts to improve memberships.

Director of Marketing at Loud Brand Media, LLC, San Diego, CA

February 2016 — August 2018

Produced precision-targeted marketing communications backed by accurate, timely internal reporting and analysis. Utilized understanding of buying motivators and influences to work with product developers to create unique and differentiated marketing and advertising solutions designed to expand customer base and increase revenue.

- Campaigns created for Monster Energy, Vans, World Vision, PETA, and Activision's Call of Duty franchise.
- Recruited and trained 30+ marketing/sales specialists resulting in a 24% sales improvement and 86% employee retention rate.
- Developed new promotional campaign by bundling products together, increasing sales revenue by 15% with projected year-on-sales growth of \$400K.
- Manage the Company's marketing department including any and all subordinate employees within the department
- Identify weakness in existing marketing campaigns and develop solutions within the budget
- Maintain marketing staff by recruiting, selecting, orientation, and training employees
- Manage marketing staff by counseling and disciplining employees; planning, monitoring, and appraising job results.

Marketing Manager at The 101 Group, LLC, San Diego, CA

May 2013 — February 2016

Marketing Manager at Outerloop Management, LLC, Washington, D.C.

January 2008 — April 2013

EDUCATION

Master of Business Administration, Strayer University, Tampa, FL

August 2017 — December 2018

MBA with a focus on Project Management

Bachelor of Science, Ashworth University, Atlanta, GA

January 2012 — July 2016

Focus on Marketing

Bootcamp Certification, True Coders, Birmingham, AL

January 2020 — May 2020

Full-Stack Software Development Bootcamp.

Over 500 hours of intensive, project-based training in programming languages and other technical skills, such as SQL, C#, .NET Core, Git, ASP.NET MVC, HTML, CSS, and JavaScript.