

# DOUG V. HORNER

## BRAND/MARKETING/EMAIL & CRM MANAGER

C: 845.309.0517

[dhorn1588@gmail.com](mailto:dhorn1588@gmail.com)

Business-savvy, HubSpot & Salesforce Marketing Cloud Admin Certified creative marketer with 13 years' experience across a wide range of marketing and brand management. Proven track record in developing and executing marketing efforts across multiple mediums, in both independent and team-oriented settings

### Areas of Expertise:

- Email/SMS Marketing Strategy
- Omnichannel Content Development
- CRM Implementation/Strategy
- Video Recording/Editing
- Brand Management
- Automation Development
- Omnichannel Content Strategy
- Marketing Communications
- Google AdWords
- Copywriting/Editing
- Project Management
- Branding/Rebranding
- Website Management
- Campaign Planning
- Strategic Initiatives
- Content Development
- Paid Media Advertising
- HTML/CSS

### PROFESSIONAL EXPERIENCE

Rhythm Agency. Irvine, CA

**Senior Communications Strategist** (June 2022-Present)

Research, identify, and build all strategic communication initiatives for clients and agency. Analyze campaign KPI data and report key changes and updates necessary to optimize future conversions, sales dollars, etc.. A/B test elements like message content, links, landing pages, subject lines, imagery, CTA language, and more. Work with internal teams to collaborate with clients on CRM/communication strategies, initiatives, opportunities, and at-large business goals. Build omnichannel nurture campaigns, including SMS, email, in-app messaging, push notifications, remarketing, and more. Lead platform-to-platform migrations, new system implementations, and native and API-based integration processes. Work with senior leadership to pitch new businesses. Oversee Email Marketing Specialist for execution, research, and client initiatives. Ongoing professional development with white papers, webinars, case studies, etc. to identify new trends and opportunities.

#### Results:

- **50% conversion rate for VinFast**
- **Established agency as official Salesforce Consulting Partner**
- **Generated \$4.4 million in revenue in one month for Firehouse Subs**
- **Increased CTR performance MoM by 59% & originated \$1 million in new loans for Discover Student Loans**

Strategy/Methods include

- Automated workflows, emails, and landing pages built in Salesforce Marketing Cloud and Braze
- Identified and targeted key audience segments in Braze with omnichannel messaging
- Identified key initiatives within email marketing platforms like HubSpot, Acoustic and Adestra
- Fully implemented Salesforce Marketing Cloud and migrated users from Pardot

829 Studios. Boston, MA

**Senior Email Marketing Strategist** (August 2021-June 2022)

Lead, develop, manage, and delegate every client strategic, creative, and business-facing email marketing initiatives, from conceptualization to build to execution and reporting. Provide clients with in-depth insight, recommendations, and analysis based on campaign performance data, best-practices, and business goals. Work with the inbound email marketing team to ensure all deliverables for clients are met in a timely, prioritized manner. Oversee project managers to ensure all departments work collaboratively and efficiently on marketing campaigns and programs. Serve as first point-of-contact for clients, including but not limited to developing agendas for, and leading, weekly/bi-weekly check-in calls. Continuously research and capitalize on any new developments in the email marketing industry through reading white papers, attending webinars, case studies, etc.

**Results:**

- **Generated average of \$500,000 in sales for sleepaway camp clients**
- **Successfully migrated client from MailChimp to HubSpot**
- **Increased CTR for client campaign by 262%**
- **Identified key email marketing trend for 2022 & built and lead agency program and scope**

Strategy/Methods include

- Strategic, behavior-based automated workflows in HubSpot
- Data analysis of 30- and 60-day campaign reports to identify opportunity for CTR improvement
- Conceptualized & outlined client use-cases for new email marketing program

IOI Ventures. Bradenton, FL

**Digital Marketing Account Manager** (January 2021-August 2021)

Create, plan, and implement all content projects for all clients. Serve as the first point of contact for all assigned clients. Project manage all aspects of client requests, including web redesigns, graphics need, paid advertising, and more. Lead all copywriting efforts, including email marketing, long form articles, paid ads, web content, and social media. Identify, vet, and manage all outside vendor relations with clients and IOI. Strategize and implement targeted paid ad campaigns, with a focus on reaching audiences from around the world. Organize, set up, and monitor all paid digital marketing efforts, including Facebook/Instagram ad, Google AdWords, Google Display Network, Youtube, and more. Write SEO-driven web and blog copy to ensure fully-optimized web presence for all clients.

**Results:**

- **Generated 150 new leads at \$2.79/lead on daily ad budget**
- **Moved World Hockey Hub to front page of Google search**
- **Doubled web traffic to International Development Academy (IDA)**
- **Grew client email database from 2,000 to 10,000+ in 6 months**

Strategy/Methods include

- Strategic, deeply geo- and interest-based targeting on Facebook/Instagram paid social ads
- Web-traffic driven Google AdWords/Display Network campaigns to global audiences
- Linked Facebook/Instagram Lead Gen ads and web form pop-up to central MailChimp database

MyMedicalShopper. Portsmouth, NH

**Content Marketing Strategist** (February 2020-December 2020)

Develop, plan, manage, and execute all content projects, including blogs, web updates, email marketing campaigns, print flyers, and more. Create, shoot, edit, and post instructional videos for SaaS user platform MyMedicalShopper. Manage all email marketing efforts, including newsletter, consumer engagement efforts, product updates, and more. Conceptualize, build, execute, and monitor email automation outreach efforts. Draft and distribute press releases to the healthcare industry community at large. Audit, update, and manage digital presence, including revamping websites. Qualify existing sales leads based on marketing interactions. Create, develop, and execute engagement projects to drive user enrollment, connection, and downloads.

**Results:**

- **Identified \$605,000 in potential medical spend savings with consumer-focused email automation campaigns**
- **Built MyMedicalAcademy video series**
- **Placement in Consumer Affairs, TheStreet, Yahoo, and more**
- **10% increase in platform enrollment and app downloads**

Strategy/Methods include

- Behavior-based email automations from MailChimp (34.5% open rate, 4.4% click rate)
- Recording, editing, and voice narrating MyMedicalAcademy series in Camtasia.

- PipeDrive-to-MailChimp sync to automatically label sales leads based on email marketing activities

Ardent Cannabis. Boston, MA

**Digital Marketing Manager** (August 2017-January 2020)

Manage all digital and traditional marketing and communications channels, including social media, website, email marketing, press inquiries, advertising and partnership opportunities, and reputation management. Write copy for all public-facing material, both digital and print. Spearhead all content creation, including photo and video. Create and execute social media promotions on Facebook, Twitter, Instagram, and more. Identify, vet, develop, and execute affiliate and partnership opportunities. Manage Google Adwords account to grow digital presence and sales. Develop, distribute, and analyze all email marketing material, including sales, promotions, and awareness. Implement and manage HubSpot account, marketing, and day-to-day strategy.

**Results:**

- **5,000 new users on Instagram, 1,500 on Twitter, 2,000 new email subscribers and growing**
- **\$100k+ in monthly sales**
- **Successful implementation of customer review software and HubSpot to website/business processes**
- **Placement in mainstream publications like Uproxx, Civilized Life, Boston Business Journal, and more**

Strategy/Methods include

- Strategic partnerships with key industry and online partners, businesses, influencers and organizations
- Calling on social media audience to share their own images, comments, and more
- Developed monthly editorial calendar to meet social media and email goals

Smuttnose Brewing Company. Hampton, NH

**Communications Manager** (February 2017-August 2017)

Spearhead all marketing, communications, and public relations efforts, including all copywriting responsibilities. Create, develop, execute, and manage all social media marketing across multiple platforms. Manage company website and blog. Coordinate press release and product sample shipping and distribution logistics. Interact with media to generate buzz around brand. Oversee team of interns here and at sister company, Portsmouth Brewery, to ensure effective, unified brand positioning. Build and execute sales email marketing campaigns with accounts nationwide. Execute all aspects of brand growth, including advertising, partnerships, and events. Organize and oversee product launch and other brewery events.

**Results:**

- **Tripled growth and engagement on Facebook, Twitter, and Instagram**
- **Placement in top publications in and out of beer industry, including Forbes, Boston Globe, GQ, and more**
- **Increased overall sales revenue in Beer Vault customer rewards program**
- **Doubled enrollment in Imperial Pint Club customer loyalty program**

Strategy/Methods include

- Weekly contests on all major social media channels
- Strategic partnerships with key business, media, and industry members
- Overhaul of email marketing layouts and program in MailChimp
- Increased awareness of consumer loyalty program via digital and traditional promotions.

Brewery Ommegang. Cooperstown, NY

**Marketing Manager** (April 2015-August 2016)

Created, developed, and executed new beer launch marketing efforts. Managed social media promotions and efforts, including logistics, as it related to overall brand strategy. Worked with Marketing Coordinator to ensure top-level execution of marketing programs in all regions of country. Executed all aspects of brand growth, including advertising, partnerships, and events. Wrote copy for ads across variety of channels, and sales material. Oversaw Sales team efforts to implement marketing strategy. Identified and planned for new product and marketing opportunities within the industry. Managed \$1MM budget for events.

**Results:**

- **Doubled social media followers and engagement across Facebook, Twitter, and Instagram**
- **Expanded presence and consumer awareness in key markets, including NYC, NYS, and greater Tri-State area**

- **Introduction of single-minded messaging and material during on-going rebranding efforts**
- **YOY growth in Northeast territory for key beers**

Strategy/Methods include

- Contests and sweepstakes built around audience engagement on Facebook, Twitter, and Instagram.
- \$150k sponsorship with Barclays Center and New York Islanders to activate brand throughout Tri-State area
- Promotional RV tour across key NYS markets, including Buffalo, Syracuse, Albany, and the Hudson Valley

ACADEMY OF MANAGEMENT. Briarcliff Manor, NY

**Marketing and Communications Specialist** (June 2014-April 2015)

Managed all logo and branding usage by organizational affiliates, divisions, sponsors, and vendors. Established and managed all branding efforts of the Academy of Management. Developed, implemented, and executed organization's online and traditional marketing strategies. Maintained social media presence on all platforms, including Facebook, Twitter, LinkedIn, Flickr, YouTube, and Google+. Developed and updated content for organization's website. Served as Managing Editor of member newsletter, with over 20,000 subscribers. Developed and executed all email marketing projects, including layout, content, and recipients.

**Results:**

- **Tripled social media followers across Facebook, Twitter, and LinkedIn**
- **Doubled newsletter readership of AcadeMY News**
- **Developed Branding Guidelines and Communication Handbook for organization, divisions, and sponsors**
- **Designed and oversaw new website implementation**

Strategy/Methods include

- Monitor and post to social media channels using SproutSocial
- Update website using Ektron
- Create email templates and webpages using HTML and Dreamweaver

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## Education and Technical Proficiencies

MBA, Marketing-St. John's University, New York, NY (2014)

BA, Communications-SUNY Oneonta, Oneonta, NY (2010)

### Certifications

HubSpot Email Marketing

HubSpot Inbound Marketing

Salesforce Marketing Cloud Administrator

### Technical Skills/Platforms Used

Salesforce Marketing Cloud, Braze, Branch, Amplitude, MailChimp, HubSpot, Pardot, Marketo, Klaviyo, Oracle, Eloqua, ActiveCampaign, Dreamweaver, WordPress, HootSuite, Sprout Social, Canva, Adobe Photoshop