

WILL HARE

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AN EXPERIENCED DIGITAL MARKETING LEADER

An innovative marketing strategist with solid industry expertise. Seeking to secure a position within marketing leadership. Proven ability to develop corporate branding and strategic communications across multiple platforms including digital, print, and social media. Experienced working with C-level executives. Strong proficiency in identifying content delivery opportunity, with solid content writing skills. Effective project manager, with strong acumen for developing and driving project strategy. Able to identify customer needs and recommend appropriate solutions. Capacity to create and manage community outreach plans, leveraging relationship building skills to harness strategic relationships. Manages relationships with internal teams and external media sources. Develops and maintains contact with community and media representatives. Committed to enhancing quality marketing campaigns. Excellent communications skills.

SKILLS & CORE COMPETENCIES

- ❖ Marketing Leadership
- ❖ Search Engine Optimization (SEO)
- ❖ Copywriting & Content Writing
- ❖ Social Media Account Management
- ❖ Digital & Traditional Marketing Strategies
- ❖ Campaign Management
- ❖ Marketing Implementation
- ❖ Marketing Policies & Procedures
- ❖ Goals & Strategy Development
- ❖ Audience Engagement
- ❖ Content, Processes & Resources Development
- ❖ Marketing Impact & Brand Marketing
- ❖ Reports Development & Delivery
- ❖ Metrics Analysis & Reporting
- ❖ Needs Analysis & Issue Resolution
- ❖ Troubleshooting & Problem-Solving
- ❖ Risk Identification & Mitigation
- ❖ Marketing Trends
- ❖ Brand Launches
- ❖ Partnership & Vendor Management
- ❖ Staff Mentoring
- ❖ Performance Marketing
- ❖ Audience Influencing
- ❖ Project Management

PROFESSIONAL EXPERIENCE

Discover Durham, Durham, NC

06/2018 – Present

DIRECTOR OF DIGITAL MARKETING (06/2018 – Present)

- Own strategy and project management for company-wide rebrand; work with vendors to employ focus groups and qualitative brand feedback sessions; roll out new brand company-wide across internal operations initiatives and external, public-facing collateral.
- Partner with external agencies and in-house staff to establish advertising strategy and to develop, execute, and optimize campaigns across digital and traditional advertising and email channels.
- Drive data and research aggregation, interpreting trends into actionable highlights for executives.
- Customize methodology to track real-time reporting from partners during COVID-19 to forecast weekly company revenue; adjust budget accordingly.
- Lead the digital team to ensure an inviting, modern, and completely functional website that engages prospective visitors and relevant stakeholders.
- Oversee project management to ensure processes and practices support the organization's needs, while ensuring the delivery of quality projects on-time and under budget; reduced project deficiencies by 90%.
- Utilize real-time email marketing results, web analytics reports, and SEM campaign analyses to optimize marketing program performance, improve website usability, and increase conversion rates.
- Manage external vendors, and liaise between sales and marketing departments, oversee video content and assist with production, and develop vision, plans and budget across all channels; increased internal production volume by 400%.
- Develop marketing plans and budgets for assigned products and brands, while managing the budget.
- Lead digital marketing and marketing automation; coach staff on marketing best practices.
- Achieved the Yesawich Award for Marketing Excellence in October 2019.

SENIOR MANAGER, MARKETING CAMPAIGNS (06/2017 – 06/2018)

- Planned, developed, executed, and optimized B2C and B2B integrated marketing campaigns.
- Leveraged data and market insights to identify target audiences, craft persuasive messages, and develop marketing strategies and plans.
- Collaborated with external agencies and in-house staff to develop, execute, and optimize campaigns across digital and traditional advertising and email channels.
- Utilized real-time email marketing results, web analytics reports, and SEM campaign analyses to optimize performance of marketing programs, improve website usability, and increase conversion rates.
- Partnered with internal designers and external contractors to develop marketing materials.
- Wrote and edited copy for campaign promotional materials and web landing pages, while ensuring brand identity complied with campaign materials; reported regularly on marketing results and KPIs.
- Developed lead generation and sales funnel campaigns in partnership with the group sales team.
- Joined forces with the Visitor Services team to build and optimize a unified customer experience.
- Co-developed campaign budgets, and monitored and adjusted spend accordingly.
- Headed digital marketing and marketing automation, and coached staff on marketing best practices.
- Provided support with special projects, including process and website improvements.

Hive Digital, Morrisville, NC

08/2016 – 06/2017

PAID SEARCH MANAGER

- Built and managed paid advertising campaigns on Google, Bing, Facebook, and LinkedIn, and completed paid search audits for prospective clients; delivered budget and KPI reports for multiple clients.
- Created landing pages and ad copy for A/B testing.

TheeDigital, Raleigh, NC

03/2016 – 08/2016

DIGITAL MARKETING SPECIALIST

- Developed and implemented SEO, PPC, and social strategies for clients across diverse industries.
- Performed keyword research, on-page analysis, and link building activities.
- Prepared and presented consistent analytics and ranking reports to clients and managers.

Enviro-Companies, LLC, Raleigh, NC

03/2015 – 03/2016

WEB MARKETING COORDINATOR

- Designed and sent e-mail blasts to clients, and developed and managed the charity partnership program.
- Authored monthly blogs and managed ongoing pay-per-click campaigns.

Wellness Security, Cary, NC

03/2013 – 03/2015

MARKETING ASSISTANT

- Executed lead generation strategies and oversaw sales support and training.
- Wrote and edited website, social, and print content copy.
- Created images and logos that supported a consistent visual brand identity.

TECHNICAL SKILLS

SEO/Web: AdWords Certified | Ahrefs | Basic HTML | Constant Contact | Craft CMS | Facebook Ads | Hubspot | Google Analytics | MailChimp | Screaming Frog | SEMRush | SEOmoz | Twitter Ads | Wordpress

Creative: After Effects | Final Cut Pro | Illustrator | iMovie | InDesign | Photoshop | Premiere

EDUCATION

BA, and Communications Media (Minor: English) – North Carolina State University – Raleigh, NC

2012

CERTIFICATIONS

Bing Ads – Microsoft | Search Certification | Google Ads Display | Google Ads Video Certification

Additional information including performance reviews are available upon request.