

Neil Cowley

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2023 RESUME

CAREER SUMMARY

- Executive Marketing and Content Creation professional with a proven track record in full-service marketing, covering print media through web pages to video content & social media. A decorated creative director and skilled implementation executive driving unparalleled growth and revenue increases
- Achieved a remarkable 400x revenue growth and 5600% traffic growth by implementing a highly effective integrated media marketing and content marketing strategies
- Implemented and designed a Customer Resource Manager (CRM), email marketing lists, and tradeshow follow-up protocols, resulting in streamlined communication and increased sales efficiency for \$20K purchases in a \$20M sales cycle
- Transformed the brand image of Gepetto Millworks from a simple logo to a comprehensive multimedia presence, including a highly optimized SEO website that generates \$2M in annual sales
- Managed over 4 billion AdWords purchases and successfully handled more than 16K search keywords, optimizing ad performance and driving targeted traffic to client websites for improved reach and customer acquisition
- Drove an impressive 400x revenue growth and achieved a significant 4,000% increase in website traffic through integrated media marketing plans, ensuring consistent brand messaging across video, web, print, UX, UI, and CRM designs

CORE COMPETENCIES:

- EXECUTIVE MARKETING STRATEGIES
- TARGETED AD CAMPAIGNS
- MAXIMIZING ROI
- SOCIAL MEDIA PRESENCE & GROWTH
- CUSTOM MARKETING MATERIALS
- CINEMATOGRAPHY/CONTENT CREATION
- CONTINUOUS OPTIMIZATIONS
- SEO ANALYSIS/OPTIMIZATION
- WEBSITE CREATION/MODIFICATION
- COMPREHENSIVE BRAND STRATEGY
- ADWORDS & ANALYTICS
- COSTS REDUCTION DATA ANALYSIS
- IMPROVED CUSTOMER ACQUISITION
- PRINT MEDIA OPERATIONS
- TARGETED GROWTH ACCELERATION
- TAILORED, EVIDENCE-BASED SOLUTIONS

CALMER CORNHEADS | Vice President Marketing & Sales : 2019 – 2023

- Achieved a remarkable 400x revenue growth and 5600% traffic growth by implementing integrated content marketing strategy
- Developed a comprehensive and complex content marketing plan across multiple platforms, executing strategies to achieve record-setting YOY growth across every utilized platform, vastly expanding customer reach and sales growth
- Created over 250 YouTube videos and informational web pages, resulting in the broadest content net in the industry genre
- Led the production of video content for TikTok, driving 0 to 10K followers in just 6 months and significantly expanding brand reach through informative and targeted videos
- Directed and executed complex ad campaigns on Google AdWords and other networks, optimizing targeting and ad placements to maximize ROI, driving improved traffic at a reduced cost
- Implemented and designed a Customer Resource Manager (CRM), email marketing lists, and tradeshow follow-up protocols, resulting in streamlined communication and increased sales efficiency for \$20K purchases in a \$20M sales cycle
- Demonstrated exceptional skills in video, web, print, UX/UI, and CRM design, ensuring a curated customer experience across various touch-points in alignment with comprehensive marketing strategies
- Utilized Google Analytics and other data analysis tools to track and measure website performance, resulting in a 50% increase in unique website users and 297% growth since 2015
- Significantly expanded Facebook page reach, achieving a 28,000% increase year over year (2017-2022) and reaching 29.3M users in 2022, vastly improving overall sales and customer reach
- Implemented effective cost-per-click (CPC) strategies, reducing average CPC to \$1.18 in 2022, driving cost efficiencies, and optimizing ad spend to reduce customer acquisition costs while simultaneously improving customer reach
- Successfully increased Instagram reach by 246% year over year (2021-2022), reaching 80,713 users in 2022
- Drove 250,000 customer interactions per week utilizing social media, customer relationship management software, and ad management platforms to drive sales success across every platform, unifying sales staff interactions with CMS

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RI International | Video Producer | 2020 – 2022

- Produced compelling video content aimed at recruiting qualified nursing staff in the mental health subgenre of the healthcare industry, focusing on showcasing working conditions and employee satisfaction
- Implemented a targeted content strategy that resulted in a significant reduction in agency nursing spending, saving \$23M over 12 months by transitioning to direct hiring practices and eliminating inflated costs associated with agency or temporary hires
- Successfully reduced the turnover rate from an initial range of 50-60% by leveraging new content with pre-screening features, ensuring the selection of candidates who were well-suited to the work environment, and increasing first-time-right hires
- Utilized social media platforms and digital marketing techniques to effectively promote the video content, reaching a wider audience of potential nursing candidates and enhancing brand visibility in the competitive hiring market

Gepetto Millworks | Director Marketing & Sales | 2009 – 2023

- Transformed the brand image of Gepetto Millworks from a simple logo to a comprehensive multimedia presence, including a highly optimized SEO website that generates \$2M in annual sales
- Pioneered a targeted and complex media strategy across physical and web media platforms to spur growth after 2009 building trades crash
- Crafted a high-end woodcraft look and feel throughout the brand's visual identity to align with the quality of the custom-made pieces and effectively attract clientele seeking made-to-order craftsmanship
- Designed and implemented a branded sales packet featuring tactile materials, including mailing it to prospective contractors, enhancing the company's professional image and leaving a lasting impression
- Developed an SEO-focused website with integrated galleries, video content, and contact forms, leveraging complex CRM automation to streamline lead generation and customer relationship management
- Produced captivating architectural photography to populate the website with SEO-optimized images, enhancing visual appeal and driving organic traffic from search engines
- Leveraged social media platforms and YouTube search results to engage with the target audience, generating new contracts and opportunities for complex built-to-order millwork renovation projects
- Played a key role in establishing and cultivating a successful social media niche for the business, positioning Gepetto Millworks as a go-to source for custom and antique/historical millwork renovations

Mind Water Media | President & CEO | 2004 – 2014

- Managed over 4 billion AdWords purchases and successfully handled more than 16K search keywords, optimizing ad performance and driving targeted traffic to client websites for improved reach and customer acquisition
- Achieved a remarkable 50% reduction in ad buying costs compared to market PPC search spending, effectively maximizing the budget and delivering cost-effective campaigns with a stellar ROI
- Implemented a strategic approach by aligning on-site SEO efforts with AdWords campaigns, resulting in lower per-ad click costs and a strong presence in both natural and sponsored search results
- Demonstrated expertise in prospecting through the display network, effectively targeting and acquiring new leads through strategic ad placements
- Designed and executed remarketing ad campaigns specifically tailored for a 3-month high-ticket sales cycle, effectively nurturing leads and driving high-performance conversions
- Developed and implemented a sequential YouTube ad campaign that generated 1.5K conversions, utilizing strategic storytelling and optimized targeting to engage and convert the target audience

Rockin' Baby | VP Marketing & Sales | 2014-2015

- Clothing and Consumer goods startup branding design for seasonal clothing lines.
- Collaborated with clothing designers to produce media themes for bi-annual buying cycle
- Developed Magento Ecommerce Install that provided wholesale and retail pricing with integrated financial sync

Kroenke Sports & Entertainment – Cinematography – Sportsman's Channel 2015-2019

- Solo remote producer of adventure reality tv in the hunting and fishing genres produced over 300 episodes
- Production team producer of Guns & Ammo, Gallery of Guns & studio and field based interview and general interest shows
- Managed production teams from 5 to 15
- Managed production budgets from 250,000 to 2million
- Delivered client success in the field and annual budgeting

Education & Certification

Houghton University - BA Art & Business Administration

- Google Ads Search Professional Certification
- Google Ads Creative Certificatio
- Adobe Creative Suite Master