

Website Portfolio: <http://reginadick.com> LinkedIn Profile: <http://www.linkedin.com/in/reginadick>

**Successful Business Executive, Consultant, Digital Marketing Director** in corporate America with 20 years of experience specific to fast-paced *web marketing technology* for small business to major top Fortune 100 corporations. Desire to bring proven state-of-the-art web marketing and inbound sales support methodology to forward-thinking growing concern.

## SHORT LIST SKILL SUMMARY

SALES/ SALES SUPPORT	MARKETING	OTHER KEY SKILLS
Retail Sales – Offline & Online	Web Layout and Marketing Strategy	Microsoft Office Suite (since 1992)
B2B IBM Solution Selling	Inbound Marketing Platforms	Strong Written/Verbal Communication
Web/Technology Sales	SEO, Marketing Assets, Blog Content	Web, Graphics, Video, Audio Software
CRM Platforms	Video, Email, Social Media, YouTube	Management, Accounting & Analytics
Inbound Sales	Online Learning Modules/Webinars	Adobe Suite Software, Corel, Camtasia

## Experience

**Director of Web Marketing Strategy & Sales Support**  
Woodland Fluid Power Inc  
05/2016-7/2017

- **Developed, organized and implemented state-of-the-art web/digital marketing strategy** including hiring and leading virtual team members for B2C and B2B websites incorporating inbound marketing and sales CRM approach.
- **Brought both old B2C website and new B2B website to the top of the list of industry competitors on the web** providing significant increased growth rates of targeted traffic for B2C sales and key B2B leads in less than a year. Led to strategic partnership with key international vendor.
- **Implemented team for HubSpot Inbound Marketing and CRM** platform and other digital marketing strategies for new B2B website including Blog content, marketing assets, landing pages, SEO strategy, social media marketing, email marketing, video production, YouTube marketing, Google PPC Adwords, Google shopping, keyword tracking, strategic website analytics, and competitor analysis.

**Online Marketing Director & Sales Support**  
Advanced EMC Technologies Inc  
08/2014-4/2016

- **Spearheaded online marketing and sales strategy** and successfully moved this organization from the **bottom to the top in its industry in less than six months**. Consistently increased targeted traffic for inbound sales leads.
- **Provided B2C and B2B strategic branding, positioning and sales for highly technical polymer components** organization servicing industries which included Oil & Gas, Industrial, Fluid Handling, Medical Devices, Wind Energy, Aerospace and Wind Energy sectors.
- **Implemented and developed team** for inbound marketing and sales strategy using HubSpot Inbound Marketing and CRM platform. Included key social media marketing, Marketing Assets, Blog content, Email marketing, and PPC.
- **Established healthy symbiotic relationship between marketing and sales** implementing measurable and successful results for both teams resulting in highly targeted qualified leads and successful key sales.

**Director of Marketing**  
Good News Broadcasting & Multimedia  
01/2006-08/2014

- **Developed, produced and delivered Blog content, YouTube videos, Podcasting, and Blog Talk Radio** programs resulting in 2 million viewers and many followers within two years.
- **Created, developed, and maintained global web presence**. Designed Mobile App to complement projects and best practices SEO (*Search Engine Optimization*) strategies.

- **Implemented latest social media marketing strategies** including Facebook, Twitter, Google, Pinterest, YouTube, LinkedIn, Hootsuite and other platforms.
- **Authored eBook on Amazon and wrote press releases, BLOGS, Christian content.**
- **Developed small on-line learning and study groups** through key web conferencing tools.
- Produced extensive "**Global Initiative Plan**" to obtain global expansion from a major humanitarian funding group from *Europe facilitated in New York*.

### Web Strategy Consultant and Pre-Sales Technical Expert

WebComm, eBiz Digerati, Penta, Inc. (short term contracts)  
02/2000-03/2001

- **Developed Telephony VoIP co-branded website for WebComm which included online marketing strategy** to coincide with off-line marketing for sales collateral, online SEO marketing techniques, PR relations, co-branding, and advertising agency relations.
- **Implemented Full life cycle for B2B, B2C web development projects** with Penta, Inc. Interacted with business clients as Web Strategist, **first** to determine best practice methodology. **Secondly**, to formulate "**Discovery document**" that spelled out recommended strategies and timeline. **Thirdly**, to direct the entire project with technical staff. **Lastly**, to contract and interact with Internet marketing specialist for search engine listings and monitoring.
- **Worked with PR firms and Ad agencies** in development of sales collateral, trade show booth development and overall branding of merged corporation.
- **Created first to market strategy of end-to-end managed eBusiness solutions** to address over supply of Data Center space in the marketplace for eBiz Digerati to present to Bell South.

### President – Sales and Internet Marketing

DotCom Internet Marketing, Inc.  
02/1995-01/2000

- **Procured clients, organized teams to design numerous Internet/Intranet/Extranet websites** from the first 1996 Texas Renaissance Festival website to Marathon Oil & Gas Intranet (*Small business to major corporate clients*).
- **Led the way in cutting edge technology in web development and Internet marketing strategies.**
- **Guest speaker at University of Houston** for marketing and communications graduate and undergraduate classes to explain the Internet and its future impact in business.

### Vice President- Accounting

Tejas Instruments, Inc.  
01/1993-01/1995

- **Spearheaded update to entire antiquated module accounting system to leading edge accounting software.**
- **Served on Board of Directors** for this flow measurement company servicing major oil & gas clients and other sectors in the process industry.
- **Aided in Marketing and ISO 9000 certifications process.**

## Education

Loyola University New Orleans, LA  
BBA, Management  
National Honor Society, Dean's List

Loyola University New Orleans, LA  
MBA, Finance/JD program (partial)  
Dean's List

## TRAINING AND PROFESSIONAL DEVELOPMENT

- iTunes Developer license, Android Developer license, Amazon App Developer
- Techsmith's Camstasia software testing group, Google Analytics Certified
- YouTube Academy and HubSpot Inbound Marketing Certification
- Texas Insurance Property Adjuster License
- South Carolina/ Louisiana Real Estate License