

REGINA M DICK

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CMO - DIRECTOR OF MARKETING - EXECUTIVE LEVEL

EXECUTIVE PROFILE

Corporate Executive & Marketing Visionary— Possess savvy business acumen in executive level roles with over 25 years specializing in the role of professional web marketing and development. Experience in small business to major Fortune 100 corporations with background in all aspects of business both online and offline on a global level.

Cutting-edge Marketing Strategy, Development & Implementation Specialist— Known for first-to-market “out of the box” strategic digital marketing tactics implementing and leveraging new Internet technology with proven results. Bringing corporations to the top of their industry online by means of methodologies that are scalable, trainable, supporting long term sales growth, and CRM objectives. Thus, providing corporate brand awareness in line with strategic organizational vision.

High technical aptitude for new business technology — Liaison between business executives and technology teams successfully leveraging new Internet Marketing strategies, analytics, and proven experience for corporate organizations. On the cutting edge of the Internet tidal wave since the commercialization in the early 1990's. Continued keen aptitude in recognizing and implementing new technology applications for business success maintaining competitor advantage.

Managerial expertise and team building leadership—Proponent of servant leadership methodology creating low employee turnover from Baby Boomers to Gen Z employees resulting in higher R.O.I. Provide the upside-down pyramid effect of management style bringing creative new ideas for continued first-to-market strategies and overall team support.

Strong presentation/communication background—Well-versed and seasoned in major software applications for written, oral, and media presentations both online and offline. Hands-on experience in producing marketing/sales collateral, marketing assets, press/web releases, “Discovery Documents,” business plans, landing pages, website development, Blog content, eBooks, white papers, webinars, online training programs, YouTube videos, online advertising, etc.

PROFESSIONAL EXPERIENCE

Good News Broadcasting & Multimedia

(2006 to 2014 – 2017 to Present)

Online non-profit Christian multimedia organization – Designs, authors, produces Christian content and Restoration, Recovery and support programs globally.

DIRECTOR OF MARKETING - CMO

- Developed, produced and delivered Blog content, YouTube videos, Podcasting, and Blog Talk Radio programs resulting in two million viewers and many followers within two years.
- Created, developed, and maintained global web presence. Designed Mobile App to complement projects and setup best practices SEO (Search Engine Optimization) strategies.
- Tested and implemented latest social media marketing strategies including Facebook, Twitter, Google, Pinterest, Instagram, YouTube, LinkedIn, Hootsuite, and numerous other platforms for consistent social media marketing strategy.
- Authored eBook on Amazon and wrote press releases, BLOGS, Christian content.
- Developed global online learning programs for restoration, and study groups through key web conferencing tools.

Woodland Fluid Power Inc

(2016 to 2017)

Remanufacturer of Hydraulic Components for Heavy Equipment – Specializing in Hydraulic Final Drives, Motors, Pumps and Parts through eCommerce B2C –Finaldriveparts.com and B2B –Texasfinaldrive.com websites.

DIRECTOR OF MARKETING STRATEGY & SALES SUPPORT

- Developed, organized and implemented state-of-the-art web/digital marketing strategy including hiring and leading virtual team members for B2B and B2C eCommerce websites incorporating inbound marketing and highly targeted sales support and lead generation.
- Revamped old B2C website and created new B2B website implementing first-to-market digital marketing strategy. Brought company to the top of their industry providing healthy targeted traffic for consistent growth in B2C sales and key B2B leads in less than a year. Led to strategic partnership with key international vendor from Eaton Industries.

- Implemented HubSpot Inbound Marketing Strategy, CRM and Sales platform providing organized and tested key digital marketing strategies, and real time analytics. Developed and managed team of experts in strategic 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 ongoing website analytics, and competitor analysis.

ADVANCED EMC TECHNOLOGIES

(2014 to 2016)

Polymer Components Distributor – design and manufacturing of high performance polymer seals, bearings and precision components servicing Oil & Gas, Industrial, Fluid Handling, Medical Devices, Wind Energy, Aerospace and Wind Energy sectors.

ONLINE MARKETING DIRECTOR & SALES SUPPORT

- Spearheaded online marketing and sales growth successfully catapulting this organization from the bottom to the top in its industry in less than six months online.
- Provided B2C and B2B strategic branding and positioning. Established healthy symbiotic relationship between marketing and sales developing measurable and successful results resulting in highly targeted qualified leads and successful key sales.
- Implemented and developed team for inbound marketing and sales strategy using HubSpot Inbound Marketing and CRM platform. Included social media marketing, Marketing Assets, Blog content, Email marketing, and PPC.

DotCom Internet Marketing, Inc

(1996 to 2001)

Internet Marketing and Website Development – first-on-the-block website development and online marketing for clients from small business website to major corporation Intranet development for numerous industries.

PRESIDENT – CEO

- 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).
- Guest speaker at University of Houston for marketing and communications graduate and undergraduate classes to explain the Internet and its future impact in business.
- Developed client Telephony VoIP co-branded website which included online marketing strategy 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 including initially interacting with business clients as Web Strategist and pre-sales technical expert. Full life cycle included determining best practice methodology, formulating “Discovery Documents” that spelled out recommended strategies and timeline, directing the entire project with technical staff. Lastly, contracting and interact with third party 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.
- Created first to market strategy of end-to-end managed eBusiness solutions to address over supply of Data Center space in the marketplace in 2000 for eBiz Digerati to present to Bell South.

TEJAS INSTRUMENTS, INC

(1993 to 1996)

Flow measurement technology products – design, manufactured and distributed turbine meters, ELTOP’s, Flow measurement charts and products for major Oil & Gas and Industrial clientele globally.

VICE PRESIDENT, FINANCE

- Spearheaded update of entire antiquated module accounting system for this thirty-year-old with modern software.
- Served on Board of Directors for this flow measurement company servicing major oil & gas and flow process industry.
- Aided in Marketing projects and ISO 9000 certifications process.

EDUCATION&CREDENTIALS

MBA – Finance (partial- pre-law JD/MBA program), Loyola University New Orleans, LA, Dean’s List

BBA – Management, Loyola University New Orleans, LA, National Honors Society, Dean’s List

TRAINING& PROFESSIONAL DEVELOPMENT

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