

Clint Hughes, MBA

6328 Yorkdale Dr.
Plano, TX 75093

www.ClintHughes.com

(972) 897-7057

ClintHughesMBA@yahoo.com

Executive Marketing, Business Development and Sales

B2C / B2B; Online - PPC, SEM, SMM and email; Traditional offline - TV, radio, print

Career Highlights:

- Record setting revenue from unique campaigns for B2C companies - **DirectTV** (driving \$1.8 billion in yearly revenue thru TV, radio, print) and **APMEX** (over \$1.4 billion annually thru PPC, SEO, email and offline).
- 15 years “hands on” online/eCommerce/direct-to-consumer experience since the early days of the Internet.
- Led global expansions for three companies through business development within **turn-around, start-up and high-growth environments** resulting in distribution into Canada, the UK, the EU, India and the Pacific Rim.
- Generated over \$3 million of advertising/PR coverage for a **grand opening in Australia** by conducting the “Hop-till-You Drop” competition to set the Guinness World’s Record for One-Footed-Non-Stop-Hopping.
- **Featured speaker at international industry conventions** from Kuala Lumpur to NYC on a variety of marketing and business development topics including SEO (Search Engine Optimization)/Social Media Strategy, “**How to Wheel and Deal, the Art of Negotiation**” and “**Buying Media for Top Results.**”

Key competencies include:

- P & L Accountability
- SEO, SEM
- eCommerce, CRM
- **Direct Response Advertising via TV, Radio, Print, inserts, web and email**
- **PPC, Google AdWords/Analytics**
- B2C/B2B Marketing
- Sales Channel Management
- Intl. Business Development
- Strategic Alliances
- Government Liaison
- Social Media Marketing

Professional Experience

American Precious Metals Exchange, Inc. (APMEX), Oklahoma City, OK

2010 to 2012

Financial services - the world’s largest online site for precious metals investing, with over 3,500 SKUs.

Sr. VP of Marketing

Developing all creative and executing all marketing (offline and online - PPC, SEM, social media, email, affiliate marketing and mobile) advertising (TV, radio, print), PR, promotions, sales collateral and sales support.

- **Doubling revenue to \$1.4 billion within a year using a \$6 million PPC and SEO budget.**
Integrated all online marketing with offline marketing resulting in a 113% increase in ROI, 53% increase in spend, 26% decrease in CPA (Cost Per Acquisition), 200% increase in impressions, 16% increase in conversions.
- **Over 100% increase in email revenue from \$10 million to over \$20 million a month.**
- 300% increase in rate of registrations by conceiving and implementing a program of acquisition and cross-marketing, the “*Register to Win a Gold American Eagle Coin*” promotion.
- **Produced and executed the nationwide launch of the world’s largest mobile eCommerce site** for precious metals investing (which included national print, radio, mobile advertising and additional/modification to existing PPC/AdWords online campaigns) **in only 10 calendar days.**
- Increased the Sales Department’s percentage of corporate revenue from 2% in 2010 to 27% in 2011 via Sales Support, Sales Training and by driving consumers into the call center via PPC, SEO, SEM and email marketing.
- Developed the company’s first LCV (Lifetime Customer Value) model and used this information to:
 - a) Modify and enhance the sales team’s interaction with high value customers.
 - b) Reorganize the target segments for email marketing.
- Complete reorganization of the Marketing department and programs resulting in vast improvements in all marketing metrics and the fastest growth in revenue in the company’s history.
- Developed the company’s social media program including Facebook, YouTube, LinkedIn and the corporate blog driving over \$5 million in revenue.

Data Drive Thru, Inc. – Dallas, TX. (B2C, Start-up, pre-funding to 2nd round financing) 2005 to 2010
 Manufacturer and distributor of consumer electronics including computer peripherals, accessories and computer security software

Sr. Vice President of Marketing, Business Development, SEO and Social Media Strategy

- Personally responsible for over 70% of the company's revenue in year 1 (over \$5 million) - launching multiple product lines internationally via Live Shopping (QVC, HSN), **direct-to-consumer (DRTV, DR radio, DR print), eCommerce (SEO, CRM, Social Media Marketing, email marketing), PR, promotions & events.**
- Created, developed, implemented and tracked all marketing, advertising, PR, sales collateral/training, packaging, POS displays and business development resulting in distribution into over 4,000 retail locations.
- Led all business development including investigating and establishing international distributor relationships leading to expansion into Canada, the UK, the EU, India and the Pacific Rim.
- Created the eCommerce channel from design through SEO, CRM and Social Media Marketing to ROI.
- **Seven national marketing awards and honors from the Consumer Electronics Industry in three years.**

Clint Hughes Consulting

2001 – 2006

A full-service marketing and business development consultancy driving revenue through multiple channels

Précis Inc. – Healthcare (Turn-around) Acting VP of Marketing and Sales

Healthcare programs for the uninsured and underinsured

- Stopped a two-year slide in sales in two months by revamping programs for 200+ direct sales reps and brought the company back to over \$1 million a month in revenue including the creation and execution of the company's direct-to-consumer direct response campaigns.
- **2006 Natl. Mktg. Award (the Davey) for designing and implementing the Health Card Now campaign.**

Texas Homeland Security Alliance, Governmental Liaison - Chairman of the New Technology Committee

- Lobbied for and obtained Congressional approval for a \$7 million RFID / GPS / wireless telemetry program for a Department of Homeland Security / D.O.T. grant to track international commerce.

Acess, Inc. (Turn-around) Acting VP of Marketing

- Increased sales by 20% by implementing an Internet training and investor relations program for this high-tech security manufacturer/distributor of networked digital video & RFID "tagging" security solutions.

DirecTV / Primestar - Dallas, TX. (High Growth between 37% to 117% per year)

1995 – 2001

Consumer Electronics – digital satellite TV

Director of Marketing and Promotions

- **Won national satellite industry marketing awards in 1996, 1997 and 1998 for record-setting sales.**
- Managed the marketing, brand management, direct sales support and ad agency activities (including TV, radio, print, outdoor, direct mail and Internet), promotions and field marketing driving over 3 million units (\$150 mil in monthly revenue) through 2,500 direct sales reps and 5,000+ retail locations in 97 different Nielsen markets.
- Created and implemented the *SWEETS* Direct Sales Strategy, the satellite industry's #1 direct sales tactic.
- Wrote the corporate manual, "Advertising with DirecTV / Primestar...1...2...3" used to train field sales personnel and independent distributors on a layered marketing/branding campaign.
- **Spearheaded the push into e-commerce leading the team from design through CRM to ROI.**
- Obtained over 85% market awareness, nationally, through effective brand management.
- Leveraged \$400,000 of advertising budget into \$3.5 million advertising coverage for DIRECTV 500.

Previous professional experience includes **marketing and promoting multi-venue international hospitality concepts**, sales for a medical laboratory, director of the public relations department within an advertising agency and public relations for an international oil and gas conglomerate.

Education and Associations

Certified in SEO (Search Engine Optimization) and Social Media Strategy

MBA, Cox School of Business, Southern Methodist University, Dallas, TX. (The year I graduated from this Executive MBA program, 2000, it was ranked #9 in the world by the Wall Street Journal.)

BA, Journalism, University of Houston, Houston, TX.

MENG (Marketing Executives Networking Group) an invitation-only organization of the top US marketers