

CLINT HUGHES

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CMO / SVP / VICE PRESIDENT OF MARKETING – B2C OR B2B

DATA → DECISIONS → STRATEGY → TACTICS → EXECUTION → TRACKING → ROI → REPEAT

COVER LETTER

“Hands-on” experience in ALL marketing channels; especially digital marketing initiatives including eCommerce, Lead Generation, Inbound/Outbound Marketing, and Marketing Automation/CRM platforms to support Sales teams. From start-ups to Fortune 500s, teams from 2 to 22, P&L from <\$1M to >\$50M, my “roll up your sleeves” execution has made me a better leader and mentor of the team (**more revenue, less headcount**) and manager of vendor resources (**more ROI on Marketing spend**). **I have documented success of the strategies and tactics needed to drive revenue in over 67 countries around the world.**

At **APMEX** (the world’s **largest B2C online eCommerce** site for consumer portfolio diversification)

- 1) Using the “state-of-the-art” **attribution modeling software**, overhauled the **PPC/SEO** structure and grew revenue **from \$700 million to \$1.4 billion in one year, using just a \$6+ million AdWords budget.**
- 2) Using “Zero-Balanced-Budgeting” tactics and deep Marketing Analytics, we were able to **increase the AdWords buy from \$50,000 to \$600,000 monthly**, by reinvesting the ROMS (Return on Marketing Spend).
- 2) Using an “Above The Fold” PPC and SEO tactics, we were able to **drive calls into the Sales team increasing the Sales Department’s percentage of corporate revenue from 2% in 2010 (\$14M) to 27% in 2011 (\$378M)**
- 3) We also **launched the world’s largest mobile eCommerce** site increasing revenue an additional 70%.
- 4) **Doubled email revenue from \$10 million to \$20 million per month**, within the first two months.

McKinsey & Company engaged me to advise them regarding “real world” **B2B/B2C implementation** of **Marketing Automation** (including platforms like **Pardot, Marketo, Salesforce, HubSpot, SharpSpring, etc.**) **eCommerce**, and **Web Content Development SaaS/PaaS** platforms within SMB and Enterprise organizations.

Due to my **B2B successes** as the VP of Marketing at MediGain, I was asked to speak at the **B2B LeadsCon** in NYC on “**Lead Acquisition: Finding the Right Prospects**” - helping Marketing Executive understand how **social, mobile, SEO, and lead nurturing can drive client acquisition.**

Following that, featured presenter for a FierceCMO international webinar on the topic of “**Boosting B2B Demand Gen Efforts**” instructing **BOTH B2C and B2B marketers, on the newest technologies** and best practices for leveraging these technologies to manage the customer experience and drive sales.

The world’s top Marketing Executive organization, The CMO Club, engaged my services as their “**Acting Chief Digital Marketing Strategy Officer**” to help keep the top CMO’s around the world “up to speed” on the latest in technology. At the International CMO Club Summit I was asked to lead the roundtable on “**How to Decide on New Technology and Marketing Platforms**”

I’ve been riding this wave of digital Marketing transformation from the very beginning, from spearheading **DirecTV/Primestar’s entry into eCommerce** to **creating/executing some of the first mass email marketing.** We drove the **subscriber base from 400k to 10M+** through 2,500 direct sales reps and 5,000+ retail locations in over 97 Nielsen markets through DRTV, DR radio, DR print, outdoor, promotions, events, and sales support.

Sincerely,

Clint Hughes www.ClintHughes.com

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Few Marketing Executives are transformative and able to **double revenue** by developing and executing **B2B/B2C/B2B2C digital marketing tactics from the “code level up.”** From start-ups to Fortune 500s, teams from 2 to 22, budgets from <\$1m to >\$50M. Collaboratively build, turnaround or grow corporate Marketing departments through ALL online and traditional channels. **Combining strategy with tactical “hands-on” experience and the latest Marketing technology** makes me a better leader and mentor of the team and manager of vendor resources building the brand through acquisition.

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- Marketing Automation / Attribution
- Digital Marketing, PPC, SEO, SEM
- TV, radio, print, affiliate, outdoor
- Branding, Engagement, Retention
- Lead Gen / Customer Acquisition
- M&A/Strategic Alliances/Biz Dev
- Public Relations, Media Coverage
- Segmentation, Relationship Mgmt.
- CRM Implementation/Management

FEATURED SPEAKER ON THE LATEST IN MARKETING TECHNOLOGY

- **International CMO Club Summit** – “*How to Decide on New Technology and Marketing Platforms*” for acquisition, engagement, retention, social, mobile, Marketing Automation, Inbound/Outbound, “*Digital Ecosystem*”/ *Infrastructure*.
- **B2B LeadsCon** in NYC - “*Lead Acquisition: Finding the Right Prospects*” - coaching other CMOs how **social, mobile, SEO, and lead nurturing** can drive client acquisition and deepen the brand experience.
- **FierceCMO** - “*Boosting B2B Demand Gen Efforts*” instructing **BOTH B2C and B2B** marketers, on the newest technologies for tracking and reporting of all acquisition, conversion, engagement and retention KPIs.

PROFESSIONAL EXPERIENCE

CH Consulting • Plano, Texas *Engagements based on “needs and availability” since 2001* **2017 to Present**

IMPLEMENTATION AND EXECUTION OF THE LATEST IN DIGITAL MARKETING TECHNOLOGY – PAAS, SAAS, IOT

B2B / B2C / B2B2C Marketing Strategy and Execution for companies in several verticals. Select client highlights include:

- **McKinsey and Company** engaged me to advise them on “real world” implementation of **B2B/B2C Marketing Automation, eCommerce and Web Content Development**, platforms within SMB to Enterprise sized companies.
- The Coleman Group, Guidepoint Global and Ford Management – **Advising other consulting groups** on how the latest in Marketing technology affects the Marketing, Sales, Ops and Finance departments.
- **Texas Homeland Security Alliance – Governmental Liaison and Chairman of the New Technology Committee** – built a consortium of 17 SMB companies and lobbied Congress for the approval of the \$7M DoD/DHS IPSEP Project.
- **CGT Health – Governmental Liaison**, developed patent and FDA approval for a device to treat Carpal Tunnel Syndrome.
- **Walc** - Provided marketing advisory services for new ground-breaking B2C mobile application for urban walkers.

MediGain • Plano, Texas **2012 to 2017**

B2B healthcare services with PaaS/SaaS analytics/reporting platform reaching \$50M and approximately 800 employees.

VP OF MARKETING – LEAD GENERATION, CONTENT MARKETING, INBOUND/OUTBOUND DIGITAL MARKETING AUTOMATION

Brought on to build the Marketing Department and Go-To-Market Strategies “from the ground up.” Developed and executed all digital and traditional marketing initiatives. Grew from **\$3M to \$50M in 3 years** (50/50 organic/acquisition)

- **Expanded the service offering and pivoted the strategic direction** to include an industry-leading **SaaS/PaaS** analytics/customer engagement platform for hospitals, ambulatory surgery centers and large medical practices.
- Building the **Customer Acquisition / Lead Generation / Inbound-Outbound Digital Marketing Automation CMS (Content Management System) CRM Platform Integration** to be scalable - using the latest in technology and “best practices” facilitating exponential growth while providing a seamless digital customer experience.
- “**Digital ecosystem**” allowed **for tracking and reporting of all acquisition, conversion, engagement and retention KPIs** incorporating retargeting, social media (posts, blogs, vlogs), eBooks, webinars, display and PR.
- Launched and trained the 800+ employees around the globe to **capitalize on the synergies** of **Operations, Finance, Customer/Patient Services, Patient and Sales** using the **integrated digital ecosystem** of **HubSpot and Salesforce** to provide “*the right message to the right customer through the right channel*” from 1st touch through acquisition to engagement to retention. **Increased Lead Gen and Sales pipeline by 10X within one year to >10,000 prospects.**

- Developed and operated the **Executive Sponsor/Client Retention Program** for “Voice of the Customer” Executive interaction with the company’s largest accounts and strategic partners.
- Grew the marketing department to 9-person multichannel team, all digital and traditional channels.
- **Increased website traffic by 100X** leveraging Content Marketing, Webinars, PR, SEO, SEM and SMM strategies.
- **Identified, developed and nurtured strategic alliances that grew to 25% of total corporate revenue.**
- All public relations, internal and external communications, crisis management and corporate spokesperson.

APMEX (American Precious Metals Exchange) • Oklahoma City, Oklahoma 2010 to 2012

*World’s largest **B2C** eCommerce retail website for consumer financial services and portfolio diversification.*

SENIOR VICE PRESIDENT OF MARKETING – eCOMMERCE, OMNICHANNEL MARKETING

Recruited to turnaround the Marketing department and guide marketing efforts across PPC, SEO, SMM, mobile, affiliate, and offline advertising channels. Doubled revenue, grew the team from 6 to 12 marketing professionals.

- Increased revenue by 100% **from \$700M to \$1.4B in one year through complete overhaul of PPC with “Zero-Based-Budgeting”** enabling **the AdWords spend to grow from \$50k to \$650+k monthly** by reinvesting ROI.
- Doubled email revenue from \$10M to \$20M per month and grew social media channel from zero to \$5M.
- **Developed “Above-the-Fold” PPC and SEO tactics**, and drove calls into the Sales team increasing the percentage of the Sales Department’s corporate revenue **contribution from 2% in 2010 (\$14M) to 27% in 2011 (\$378M).**
- Launched global mobile ecommerce site with shoe string budget of \$270K and in accelerated timeline of 10 days; worked with outside agencies to obtain national TV exposure on Bloomberg and CNN.
- Top 3 Google organic results utilizing “From Product Page Up” tactics, for 100s of high converting keywords.
- **Introduced affiliate channel, delivering \$1M per week in incremental sales.**
- Achieved 300% improvement in rate of registrations by creating and implementing acquisition and cross marketing program, “Register to Win a Gold American Eagle Coin” promotion.

Data Drive Thru • Dallas, Texas 2005 to 2010

*Start-up **B2C B2B2C** consumer computer peripheral and software company.*

SENIOR VICE PRESIDENT OF MARKETING – DRTV, INTERNATIONAL DISTRIBUTION, INTL. LIVE SHOPPING CHANNELS

Employee #1 - Worked with company founder and developed business plan, investment presentations and go-to-market strategies for innovative product; drove all marketing initiatives and sales channel management.

- Launched product with minimal \$200K budget utilizing **guerilla marketing tactics**; **accelerated revenue to \$10M within 18 months** and worldwide distribution through 6,000+ retail locations.
- Secured finalist position and won Yahoo Tech’s Last Gadget Standing at CES; gained TV exposure through interview with CNN, **driving \$82K in revenue in 52 seconds.**
- “On-Air” Rep on International Live Shopping channels, **selling \$2M in 93 seconds** (best launch in QVC’s 17 years)
- Developed and negotiated international distribution agreements for retail and DRTV, EU, Canada, Pacific Rim
- Seven awards from CE industry within the first two years of launch.

DirecTV / Primestar • Dallas, Texas 1995 to 2001

***B2C B2B2C B2B** Digital satellite television provider with peak revenues nearing \$8B.*

DIRECTOR OF MARKETING - DRTV, PROMOTIONS, PR AND SPECIAL EVENTS

Hired to drive corporate marketing strategies for multi-state regions. Navigated several company reorganizations and played key role in increasing subscriber base from 400K to over 10M households. Directed over 200 marketing promotions annually, working collaboratively with agency partners on \$50 million advertising budget.

- Drove sales through **2,500 direct sales reps** and **5,000+ retail** locations in over **97 Nielsen markets** through DRTV, DR radio, DR print, outdoor, promotions, events, sales support and sales training.
- Spearheaded company’s expansion into the internet - email marketing and ecommerce.
- Wrote the corporate (“**Branding Bible**”) manual “**Advertising with DirecTV / Primestar...1...2...3**” used to train field sales personnel / independent distributors on marketing/branding campaign, local/regional rolling up to corporate.
- **Attained \$3.5M in advertising coverage** for DirecTV 500 with minimal budget of \$400K.

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA, MARKETING - SOUTHERN METHODIST UNIVERSITY, COX SCHOOL OF BUSINESS • BA, JOURNALISM - UNIVERSITY OF HOUSTON

CERTIFIED MARKETING CONSULTANT • CERTIFIED IN SOCIAL MEDIA & SEO