



# Donald Clark

## Marketing Professional

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Portfolio: [DonaldClark.info](http://DonaldClark.info)

- 6 years of Executive Leadership
- 12 years of Marketing Management
- 15+ years of Creative Design

- Creative solutions provider
- Analytical thinker
- Strategic business developer

- Disciplined leader
- Motivated teacher
- Honest & enthusiastic

### OVERVIEW

### SKILLS

Strategic Planning	★★★★★
Thought Leadership	★★★★★
Communications	★★★★★
Analytics	★★★★★
Project Management	★★★★★
Digital Advertising	★★★★★
Traditional Marketing	★★★★★
SEO / SEM / PPC	★★★★★
Social Media	★★★★★
Marketing Automation	★★★★★

### FLUENCIES

Adobe Creative Suite	★★★★★
Microsoft Suite	★★★★★
Google Business Apps	★★★★★
Google Analytics	★★★★★
Video Production	★★★★★
HTML / JavaScript	★★★★★
WordPress	★★★★★
CRM Platforms	★★★★★
MailChimp	★★★★★

### EDUCATION

<b>Western Governors University</b> Marketing Management, BS
<b>Oakbridge Academy of Arts</b> Specialized Technology, AA
<b>Forbes Career &amp; Technology Center</b> Advertising, Graphic Design

### CERTIFICATIONS

Maximizing Leadership Potential, CCL
Next Generation Leadership, WIU
Distribution Management, NAFCD
Sales & Communications, Dale Carnegie
Google Marketing Bootcamp, ASPE
Hubspot Marketing Automation, LL
Salesforce for Marketers, LL
Advanced Google Analytics, LL
SEO For Social Media, LL

### EXECUTIVE SUMMARY

#### Executive Leadership Roles - 2014 - Present

- Head of Marketing:
  - Manage marketing department, 3rd party firms, website team, A&D team, and special projects teams
  - Work intimately with all departments to bring consistent communication across the firm
- Member of Executive Strategic Planning Committee:
  - Determine and develop corporate strategies and business forecasts for organic growth and acquisition plans
- Member of Vendor Opportunity Committee:
  - Manage new and existing vendor relationships and determine which products belong in our portfolio

### PROFESSIONAL SUMMARY

#### Marketing Manager - Fishman | 2013 - Present

- Stay abreast of the latest trends, channels, technologies and best practices
- Support inside and outside sales teams in customer acquisition, retention, engagement, sales enablement, and feedback
- Develop and manage strategic B2B partnerships and initiatives
- Develop branding, private labeling, product launches, campaigns, trade shows, promotions, press, digital and print ads, etc.
- Restructured company e-commerce website: continued increase of web sales by 35-65% each year
- Introduced strategic SEO, SEM, and Google Adwords campaigns: continued increase of web traffic by 60-80% each year
- Outline and develop strategic social media campaigns to create thought leadership and increase audiences and engagement
- Generated an increase of followers by 800%-1500% per social media platform since 2015

#### Head of Sales & Marketing, Concrete Division - Fishman | 2011 - 2013

- Head of Sales & Marketing for our Concrete Division, covering 30+ Branches across 10 States
- Built division from the ground up with lead generation, cold calls, customer development, account management, customer training, product demonstrations, workshops, mechanical equipment troubleshooting and maintenance, etc.
- Developed all marketing materials and graphic design for the entire division
- Started with zero customers and zero market penetration > First Year: \$225,000 in sales | Second Year: \$950,000 in sales

#### Branch Manager - Fishman | 2008 - 2011

- From 2008 to 2011, I was promoted from Warehouse Associate to Assistant Operations Manager to Branch Manager
- Managed Fishman's tri-state distribution center and its team of 9 employees
- Oversaw shipping, receiving, inventory maintenance, customer service, inside sales, warehouse operations, etc.
- Lead graphic designer for Fishman as I assisted in building Fishman's marketing department from the ground up
- Led a website team in the development of an e-commerce website

#### Lead Foreman > Estimator > Office Manager - Frontier Van Lines | 2006 - 2007

- Managed logistics of several moving crews, multiple storage lockers, warehouse, office space, acquiring leads, cold calling potential clients, providing relocation estimates, scheduling jobs and organizing moves

### START-UP

#### Owner, Creative Director - Simply Surreal, LLC | 2007 - Present

- Marketing consultant, freelance graphic design, corporate branding, and website development
- Specialize in brand awareness and strategic go-to-market plans for small-mid size companies
- Clark Acres:
  - Created as a division of Simply Surreal with a focus on custom creations
  - Build custom furniture, wood turning, metal sculpting, upholstery, signs and other custom home decor items

**NOTE:** Simply Surreal is an outlet for me to pursue my passion to create. These endeavors have never and will never interfere with my career. I share this to demonstrate my drive as an individual and experience with entrepreneurship.

### VOLUNTEER

#### Board Member - ATERA | 2018 - Present

- Advisor for 'Action of Excellent Workers for Agricultural Reform' in Cap Haitien, Haiti

#### Group Leader - Young Overcomers United | 2007 - Present

- Lead group discussions, public event speaking, and maintain digital presence

#### Mentor, Group Leader - Cornerstone Ministries | 2010 - Present

- Lead students discussions following weekly teachings and provide leadership for various weekend retreats and youth events

#### High School Soccer Coach - Valley High School | 2017

- Coached JV and Varsity high school boys soccer teams, as I strengthened their skill and character both on and off the field