



# Donald Clark

## Marketing Professional

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

- 8 years of Executive Leadership
- 14 years of Marketing Management
- 15+ years of Creative Design

- Creative influencer
- Analytical thinker
- Strategic business developer

- Disciplined leader
- Motivated teacher
- Honest & enthusiastic

### OVERVIEW

### SKILLS

Strategic Planning	★★★★★
Creative Direction	★★★★★
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

- Western Governors University**  
Marketing Management, BS
- Oakbridge Academy of Arts**  
Specialized Technology (Design), AA
- Forbes Career & Technology Center**  
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 (Fishman / Bacharach - 2014-2021):
  - Direct marketing department, 3rd party firms, special projects teams, and cross-functional projects
  - Develop, direct, and own strategic go-to-market strategies from concept through execution
  - Manage budgets for Marketing department and by project as needed
- Member of Executive Strategic Planning Committee (Fishman - 2017-2020):
  - Determine and develop corporate strategies and business forecasts for organic growth and acquisition plans
- Member of Integration Team (MSA Bacharach - 2021-Present):
  - Coordinate and execute branding and marketing integration strategies that position MSA Bacharach for future success

### PROFESSIONAL SUMMARY

#### Global Marketing Manager - MSA Bacharach | 2020 - Present

- Stay abreast of the latest trends, technologies, and best practices - direct and implement appropriately
- Manage global go-to-market strategies, communications, creative design, website development, and channel partner support
- Govern live trade shows, virtual events, product launches, lead generation, campaigns, marketing automations, and more
- Executed a successful brand consolidation strategy for previous acquisitions of Parasense and Neutronics
- Through a new website launch and strategic efforts, we saw YoY web traffic increase by 302% in 2021 with an upward trend
- Exceeded 2021 Marketing goals by a combined average of 141%
- Increased YoY Marketing Generated Revenue by 77% Opportunities Created and 668% Opportunities Won

#### Marketing Manager - Fishman | 2013 - 2020

- Supported inside and outside sales teams in customer acquisition, retention, engagement, sales enablement, and VOC
- Developed brands, private labels, product launches, campaigns, promotions, press releases, digital and print ads, etc.
- Restructured company e-commerce website: continued increase of revenue by 35-65% per year
- Introduced strategic SEO, SEM, and Google Adwords campaigns: continued increase of web traffic by 60-80% per year
- 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 Decorative 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.
- Started with zero customers and zero market penetration > First Year: \$225,000 in sales | Second Year: \$950,000 in sales

#### Branch Manager - Fishman | 2007 - 2011

- 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 as I assisted in building Fishman's marketing department from the ground up, which I later came to lead

#### 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 prospects, providing relocation estimates, scheduling jobs, and organizing moves

### START-UP

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

- From 2007-2020, I freelanced Marketing and Advertising consultations, Graphic Design, and Website Development
- Simply Surreal has since transitioned into a POD online retail store that runs autonomously with minimal effort

**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 Haitian, 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