

Gary Paul Hagins

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Marketing Solutions Focused on Technology, Management, Design, and Development.

EDUCATION:

- University of California, Los Angeles (UCLA) - Bachelor of Science, Chemistry, 2008

SKILLS:

- Digital Marketing (*SEO, PPC, Digital Advertising, Online Event Management*)
- Project Management (*Slack, Teams, Jira, Workfront, Asana, Basecamp, Monday.com, Git*)
- Communication & Documentation (*Microsoft Office Suite—Word, Excel, PowerPoint*)
- Marketing Automation (*Marketo, Pardot, Hubspot, Eloqua*)—System Setup, CRM Platform Integration (*Salesforce*), Management, and Administration; Program & Campaign Architecture and Management; Audience Management (*Data Hygiene, Segmentation, Database Cleanup, Data Enrichment*); Lead Nurturing; Reporting (*KPIs like ROI, CAC/CPA, CPL, CLV*); Operational Architecture, Setup, Troubleshooting and Repair (*Lead Lifecycle Management, APIs*); Asset Creation, Modification, Implementation, and Deployment (*Websites, Landing Pages, Emails, Forms, Reports, Lists*)
- Website Design & Development—UI/UX, Responsive Design (Technologies: *HTML5, CSS3, JS, PHP, MySQL*; Frameworks: *Bootstrap, Tailwind*; QC: *Browser-Stack*; Platforms: *WordPress, Drupal, Sitecore, Ghost*; Hosting: *AWS, Azure, Linux*; Software: *Visual Studio Code, Adobe Creative Cloud Suite*), and Analytics & Reporting (*Google Analytics 4, Tableau, Domo, Adobe Experience*)
- Email Design & Development (*Litmus, Email on Acid*)—Responsive Design with Personalized, Segmented Content Delivery via Marketing Automation platforms and Email Service Platforms/ESPs (*Mailchimp, Constant Contact*)
- Print Media Design (*Adobe InDesign, Adobe Illustrator*)

WORK EXPERIENCE:

2019 to Present

Independent Consultant & Contractor, Remote

Marketing Operations and Technology Specialist

- Marketing Technology Consultant focused on assessing client needs (*gaps in marketing technology stacks, and other challenges*) and advising on solutions and strategy. Responsible for the selection and implementation of marketing technology solutions for B2B and B2C clients with primary expertise in *Marketo, Pardot, Hubspot, and Salesforce*.
- Marketo Administrator on multiple instances (*4 currently*), improving marketing operations through architecting efficient, scalable processes, templates, programs, and campaigns. Experienced integrating dozens of platforms (*Zoom, Cvent, Swoogo, GoToWebinar, SurveyMonkey, Hootsuite*). Proficient at utilizing APIs and advanced troubleshooting.
- Collaborated with multiple stakeholders to craft dozens of multi-channel campaigns. Handled all aspects of asset creation, reporting, and project management in highly collaborative environments.
- Crafted and implemented strategic marketing plans. Launched and optimized hundreds of successful marketing efforts—*webinars, live events, nurture campaigns, drip campaigns, newsletters, content marketing, etc.*

2015 to 2019

Steadfast Companies, Irvine, CA / Stira Capital Markets Group, Irvine, CA

Marketing Automation Specialist, Interactive Designer and Developer

- Directed and oversaw marketing automation, email delivery, and website launches for a distributor of alternative investments. Crafted and documented hundreds of programs, campaigns, and automated processes that delivered a variety of content in digital and physical form.
- Designed, developed, and delivered dynamic, responsive emails—*newsletters, official offering communications, webinars and live events, holiday greetings, operational messaging, etc.* Designed print media collateral (*flyers, brochures, business cards, etc.*) with a focus on branding/identity, and appropriate message/story to achieve marketing, sales, and organizational goals.
- Implemented and administered multiple websites on a variety of platforms (*WordPress, Marketo, Cvent, etc.*), integrated with various touchpoints in the marketing technology stack (*analytics, tracking, source mapping*).
- Collaborated with multiple stakeholders across departments to compose dynamic presentations for C-suite executives, sales efforts, marketing initiatives, and public filings. Regularly communicated all efforts to keep teams aligned.

2010 to 2015

SEOP, Inc., Santa Ana, CA / Reputation Management Consultants, Inc., Santa Ana, CA

Chief Operating Officer

- Helped build and grow two Inc. 500 | 5000 companies (*300+ employees*) through the creation of business plans, roadmaps, and marketing blueprints, while overseeing entire business cycles from concept to creation. Directed and oversaw the planning, research, execution, marketing, and management of all company services.
- Monitored, measured, and maintained company health through fiscally responsible management aided by the development of company-wide automated reports and red flag mechanisms. Governed client-account health through close relationship management using data-driven techniques (*surveys, incentive programs*).
- Led a team that managed over 10M+/year in client accounts and oversaw 2M+/month in marketing budgets. Helped tackle complex client and institutional challenges by empowering employees through ongoing training to evolve into collaborative and creative problem solvers.
- Services included: Digital Marketing, Search Engine Optimization (*SEO*), Online Reputation Management, Pay-Per-Click Account Management (*PPC*), Social Media Marketing, Website Design and Development, and Public Relations.

2008 to 2010

SEOP, Inc., Santa Ana, CA

Director of Information Technology Production Management

- VIP Client & Project Manager (*managing 30+ clients*). 96%+ client satisfaction rating achieved by mapping the entire customer journey, communicating with urgency, and delivering ahead of schedule.
- Responsible for overseeing the technical implementation of all company products. Drafted and documented new policies, procedures, systems, and processes for more efficient production and project management (*using the scrum framework and AGILE methodology principles*).
- Supervised all production teams (*10 US-based and 100+ overseas employees*), tasked with designing, creating, and deploying *websites, landing pages, emails, and marketing campaigns* on a variety of platforms. Focused on delivering personalized experiences powered by analytics.
- Created a culture of constant improvement through iterating and testing (*A/B Testing, Multivariate Testing*).
- Directly managed tens of thousands of domain names (*financial budgeting and technical DNS management*), hundreds of company-owned websites/blogs, and all associated hosting accounts, platforms, and environments.

2005 to 2008

Independent Consultant & Contractor, SEOP, Inc., Santa Ana, CA

Website Design and Development Specialist

- Created and implemented new digital marketing roadmaps utilizing a data-centric approach.
- Designed and developed dozens of websites focused on user experience (*UI/UX*) and search engine optimization (*SEO*), while also implementing targeted *content* and *code* optimizations for digital marketing campaigns.
- Created custom, responsive *HTML/CSS/JS* from original artwork (*in PSD files*) and then mapped that code to a variety of CMS systems, using appropriate platform-specific *variables* and *personalization tokens*.
- Installed tracking methods (*Google Analytics code with custom events*) and set up data analysis tools and reports to track and improve key user metrics (*click-through rate (CTR), exit rate, bounce rate, and conversion rate (CR)*).
- Integrated, administered, modified, and repaired various web technologies, as requested or required (*CMS systems, website plugins, hosting environments*). Database setup, troubleshooting, and administration (*MySQL*).

AWARDS:

- Steadfast Companies: *Outstanding Achievement Award, Stira Capital Markets Group, 2017.*
- SEOP, Inc.: *Patriotic Employer Award, Office of the Secretary of Defense, 2014.*

CERTIFICATIONS:

- Google: *Google Analytics, Google Ads Search, Google Ads Display*
- Hubspot: *Revenue Operations, Inbound Marketing, Inbound Marketing Optimization, Email Marketing, Contextual Marketing*