

# Gary Marshall Resume

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Writer, editor, designer and developer who spent the last 12 years as an email specialist and website managing editor. Years of experience in analytics and strategy. A deadline-oriented fast learner equally at ease working as a team player or one-man band. Handy with a camera, some experience with video.

## OPERATION SMILE

*Virginia Beach, 2017-2022*

**Email specialist:** Successfully handled welcome (drip) campaigns, reactivation campaigns, newsletters, engagement pieces and literally hundreds of fundraising appeals. Very satisfying work, helping children in need.

- Implemented just two changes — mobile-friendly code and a more conversational tone — and boosted email revenue \$250,000 in first six months.
- Grew email to a \$1 million annual performer on an 80,000-deep list.
- Email team ended FY22 up 13 percent year over year.

Tags: email marketing, digital content producer, non-profit fundraising, email deliverability, writer

## CHRYSLER MUSEUM OF ART

*Norfolk, Va., 2010-2017*

**Webmaster** was the official title, but the job evolved from code-heavy to content-heavy over time.

- Launched new site on a new CMS, increased page views from 140,000 to 320,000.
- Expanded email newsletter from 2,500 readers to 12,000 with increased send frequency and expanded content offerings.
- Drove Facebook likes up from 4,000 to 17,000 by delivering information not only about the museum, but about the art world in general.
- Increased numbers across my entire portfolio — website, email and social media — in 2013, notable because the museum was closed for renovations at the time. Museum director said I “almost single-handedly” kept the museum in public view while closed.

Tags: web editor, digital content producer, social media manager, email specialist, marketing copywriter

## INTERACTIVE FINANCIAL MARKETING GROUP

*Richmond, Va., 2006-2010*

**SEO Developer:** Title aside, this was a classic hybrid job — search engine optimization/graphic design, front-end developer/writer, email specialist/data analyst. This B2B company generated leads for auto dealers.

- Web developer and content producer for a network of 40 online car sales sites. Featured sophisticated SEO setups, produced consistent top search engine results.
- Designed, developed and deployed an ambitious lead follow-up program for email, with more than 6 million sent.
- Increased leads 35% in a recession year where car sales dropped 35%.

Tags: SEO, web developer, email lead generation, technical writer, copy editor

## OTHER EMPLOYMENT

Consulting firms highlight my early web career, 1996-2006, with assignments at Capital One, Owens & Minor, Circuit City and Reynolds Metals, among others.

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- Designed, developed and deployed numerous corporate intranets and worked as a managing editor and writer on several of them.
- Initial information architect on a long-running corporate intranet project. In 2006, Jakob Nielsen named it to his yearly list of Top 10 intranets in the world.
- Installed a paperless intranet inside a paper mill. Completely PDF based.
- Executed numerous SEO projects in fields ranging from satellite internet providers to online education. E-commerce optimization included florists, diesel engine accessories and pet food.
- Launched my first website in 1996.

### **JOURNALISM CAREER**

- Assignments at the Cincinnati Enquirer, Cleveland Plain Dealer, Associated Press and United Press International, among others, ranged from features to breaking news, sports to business. Also designed pages and edited photos and copy.
- Wrote a couple miles of rip-and-read broadcast scripts for UPI. Knowing how to write for the ear proved invaluable in transitioning to the online world. Digital content isn't a billboard. It's a conversation.

### **PROFICIENCIES**

- Excellent writer and copy editor. Particularly adept at editing for length.
- Fluent in the Adobe Creative Suite and Microsoft Office apps. Extra shout-out for 26 years of experience in Photoshop.
- Experience with multiple web content management systems, including WordPress and Blackbaud products. Years of work in email management systems including Luminata, Mailchimp, CheetahMail and Constant Contact.
- Expert in email deliverability, including list hygiene and best practices.
- Solved the challenge of getting emails out of junk filters and back into inboxes at two companies. The standard time frame is six to 12 months; accomplished the last one in 18 weeks.
- Adept in using analytics packages to optimize performance over multiple channels. Your customer is your best source of information.

### **EDUCATION**

Ohio University journalism major with a double minor in history and philosophy. Self-taught in all things Web. Been a quick study in multiple fields. Continuous learner.

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