

Craig J.W. Kilgore II

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[LinkedIn](#) | [Twitter](#)

Professional Experience:

Advance2000 / Logistic Dynamics (*January 2017 – Present*)

advance2000.com / logisticdynamics.com

Amherst, New York 14228

Director of Marketing (*January 2017 – Present*)

- Report directly to CEO (strategy, roadmaps, milestones, HR, growth strategies, budgeting, advertising, etc.)
- Work with executive team and key stakeholders to define success – both short- and long-term
- Develop and present annual marketing strategy, constantly ensuring alignment with predefined goals
- Develop, test, and measure growth, retention, customer experience, and digital marketing campaigns
- Manage all corporate digital marketing assets (website, social media, content, blog, etc.)
- Manage traditional marketing components (print presentations, flyers, print ads, etc.)
- Take complete ownership over every aspect of the following: strategy, direct marketing, account-based marketing, direct response marketing, SEO, lead generation, lead nurturing, website / blog, analytics, marketing automation, email marketing, social media, content creation, digital branding, design, reporting results, conversion rate optimization, user experience, and more
- Manage demand generation campaigns for multiple personas
- Effectively communicate plans, campaign status, results, and takeaways with entire organization

Mainstreethost (*November 2006 – December 2016*)

<http://www.mainstreethost.com>

Amherst, New York 14228

Inbound Marketing Manager (*October 2009 – December 2016*)

- Oversaw agency's entire branding and growth initiatives, leading to overall company growth
- Planned and executed SEO, inbound marketing, content marketing, advertising, and lead / customer nurturing
- Grew blog traffic from < 100 visits / day to 1,000+ visits / day
- Grew opt-in email list subscribers from < 50 subscribers to 9,000+, and generated 3,000 top of funnel leads
- Interviewed, hired, trained, managed, and mentored a team of marketing employees
- Managed corporate website redevelopment projects, following the growth-driven design methodology
- Developed persona profiling methods used to streamline both internal and customer-facing communications
- Developed, implemented, measured, and optimized 100+ new customer acquisition strategies
- Researched, compared, implemented, and managed marketing automation software
- A/B tested and optimized emails for improved open rates, click-through rates, and conversion rates

- Developed, implemented, measured, and optimized search engine optimization strategies
- Optimized blog content for search engine rankings, lead generation, and backlink acquisition
- Thoroughly analyzed backlink profiles on a regular basis
- Developed relationships with influential media outlets, publications, and individuals to help aid content promotion strategies (resulting in being published on HubSpot, Lifehacker, Entrepreneur, Inc., PR Daily, Yahoo, and other major online publications)
- Developed, monitored, measured, and optimized marketing funnels, branching logic, workflow content, lead scoring methods, and data-driven, persona-based marketing campaigns
- Planned and executed regular sales trainings for a 20+ person sales force across two states
- Created and maintained synergy between marketing and sales groups
- Regularly analyzed existing client-facing services in attempt to maintain superior quality and effectiveness
- Ensured digital marketing best practices were communicated and implemented throughout entire agency
- Collaborated with the agency's executive team and key stakeholders to help shape and prioritize growth-driven marketing and customer retention strategies
- Hands on experience with HubSpot, Microsoft Dynamics, Hotjar, Google Analytics, Google AdWords, Google Search Console, Bing Webmaster Tools, Bing Ads, WordPress, Buffer, TweetDeck, SumoMe, and Yoast SEO

Search Engine Optimization Specialist *(November 2006 – September 2009)*

- Simultaneously managed 200+ customer accounts, including SEO and other digital marketing strategies
- Remained up to date on SEO and digital marketing trends, search engine algorithm updates, and best practices
- Led entire operational staff of 75+ employees in sales for two consecutive years

Professional Certifications:

- Growth-Driven Design Certified (HubSpot, November 2016)
- Inbound Marketing Certified (HubSpot, October 2016)
- HubSpot Software Certified (October 2016)
- Email Marketing Certified (HubSpot, October 2016)
- Inbound Sales Certified (HubSpot, October 2016)
- Yext Certified Professional (August 2016)
- Google AdWords Certified (2014)
- Bing Ads Accredited (2014)

Education:

Hilbert College *(September 2002 – May 2006)*

Bachelor of Science in Economic Crime Investigation
Hamburg, New York 14075