

Donald Prince

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Objective

- To secure a strategic marketing position where my technical, analytical and leadership skills can help an organization achieve its goals.

Education

BUSINESS | IN-PROGRESS | FLORIDA ATLANTIC UNIVERSTIY

- Major: Bachelor of Business, Leadership
- Overall GPA 3.2; Business GPA 3.9
- Related coursework:
 - Digital Marketing
 - Marketing Management
 - Management Information Systems
 - Quantitative Methods in Administration
 - Operations Management

Skills & Abilities

TECHNICAL

- I have a demonstrated track record of success helping organizations scale and optimize using the following skill sets.
 - Digital Marketing
 - Google Ads, Bing, Facebook
 - Web Design
 - Lead Tracking
 - WordPress
 - Adobe Premier, Illustrator, Photoshop
 - SEO
 - PowerPoint Expert
 - Email Marketing
 - Traditional
 - Coordinating & Designing Print, Radio and TV ads
 - Sales Process & Conversion
 - Call Tracking & Call Center Implementation
 - Sales Pitch & Conversion Optimization

- CRM Implementation & Integration

ANALYTICAL

- Created reports and tracking platforms to evaluate marketing performance and return on investment. I have experience with digital reporting system such as Google Analytics as well as popular CRM (Salesforce, ZOHO) and call tracking platforms (Call Rail, Call Tracking Metrics).

LEADERSHIP

- Managed teams of content writers, graphic designers, business development and web development staff. Experienced in vendor management.

Experience

MARKETING DIRECTOR | GUARDIAN RECOVERY | NOV. 2018 - PRESENT

- Manage all Digital Marketing campaigns and efforts.
- Work with executive team to set and hit cost per acquisition targets.
- Designed marketing collateral and digital assets.
- Implemented call tracking and CRM systems.
- Grew monthly digital acquisitions by 450% in the first 6 months
- Brand & logo design and awareness

MARKETING DIRECTOR | BEACH HOUSE REHAB CENTER | JUN. 2018 – NOV. 2018

- Helped secure LegitScript marketing approval.
- Managed SEO vendor transition.
- Cut marketing department costs by 30%.
- Improved monthly digital acquisitions by 25%.

DIRECTOR OF PARTNERSHIPS | NSENA VR | JUL.2017 – PRESENT (CONSULTING)

- Designed websites and social media assets.
- Created Google Ads campaigns.
- Video and print asset design and creation.
- Strategic growth consulting.
- Implemented remote technical support system.

DIGITAL MARKETING DIRECTOR | AION RECOVERY | AUG. 2014 – JUL. 2017

- Responsible for all digital assets and marketing.
- Designed print collateral.
- Assisted with business development team management.

- Maintained a cost per acquisition of below \$2500 through digital channels.

References

- Available by Request

Web Design Portfolio

- <https://www.nsenavr.com/>
- <https://www.kingtidemc.com/>
- <https://www.prescriptionshelp.com/>
- <https://www.mandalahealingcenter.net/>
- <https://www.trinitymedicallaboratories.com/>
- <https://www.patriotmoving.net/services/>
- <https://www.accounttaxadvisor.com/>