

DJ Prince

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Objective

Secure a strategic marketing position where my technical, analytical and leadership skills can help an organization achieve its initiatives & operating priorities.

Skills & Abilities

High energy marketing executive with over 10 years' experience developing and leading teams to define and deliver differentiated brand experiences that grow market share and build customer loyalty. Strategic leader with demonstrated success in recognizing and maximizing individual, agency and cross-functional team strengths.

CORE COMPETENCIES:

- Team leadership and optimization
- Go-to-market strategies that accelerate growth
- Value proposition creation that focuses sales and marketing resources
- Sales enablement that optimizes win rates and average selling price
- Process improvements that remove obstacles to growth
- Coaching, mentoring, training, and empowerment that allows people to excel
- Executive leadership that motivates and propels organizations to achieve at the highest levels

INDUSTRY EXPERIENCE:

Google Ads, Bing, Facebook • Web Design • Lead Tracking • WordPress • Adobe Suite • SEO • PowerPoint Expert • Email Marketing • Print, Radio and Tv • Call Tracking & Call Center Implementation • Sales Pitch & Conversion Optimization • CRM Implementation & Integration • Healthcare & Addiction Treatment

Experience

VP OF MARKETING | GUARDIAN RECOVERY NETWORK | NOV. 2018 - PRESENT

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

- Brand Development
- Interdepartmental Project Collaboration
- Team Leadership

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 – AUG. 2020

- 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

Education

MBA | UNIVERSTIY OF FLORIDA

- Major: Master of Business
- Overall GPA 3.8
- Related coursework:
 - Brand Management

BUSINESS | FLORIDA ATLANTIC UNIVERSITY

- Major: Bachelor of Business, Leadership
- Overall GPA 3.09; Business GPA 3.8
- Related coursework:
 - Digital Marketing
 - Marketing Management
 - Management Information Systems
 - Quantitative Methods in Administration
 - Operations Management