

# Donald "DJ" Prince

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Digital Marketing | Team Leadership | Strategy Development | Operations Management

## Career Profile

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Dynamic marketing executive with over 10 years of experience spearheading teams to craft and implement distinctive brand experiences, drive market expansion, and foster client loyalty within the healthcare and addiction treatment industry. Growth-focused thought leader adept at leveraging individual, agency, and cross-functional team capabilities to achieve unparalleled results. Skilled in leading and developing high-performing teams, implementing process improvements, and orchestrating sales enablement to optimize win rates. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as market analysis, budget management, technology solutions, and digital marketing expertise.

## Core Competencies

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- Market Research and Analysis
- Advertising and Promotion
- Conversion Optimization
- Business Development
- Analytics and Performance Measurement
- Customer Relationship Management
- Cross-Functional Collaboration
- Training and Development
- Digital Marketing Strategy
- Call Center Development
- Partnership Development
- Marketing Management

## Professional Experience

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GUARDIAN RECOVERY, DELRAY BEACH, FL, NOVEMBER 2018 TO PRESENT

### VP OF MARKETING

- Direct and optimize all digital marketing campaigns and initiatives, resulting in increased online visibility, enhanced client engagement, and higher conversion rates.
- Collaborate with the executive leadership team to develop long-term strategic plans and goals and achieve cost-per-acquisition targets.
- Contribute valuable input and insights into shaping the overall business strategy and direction, facilitating informed decision-making and driving organizational growth.
- Formulate go-to-market strategies for new locations and service lines, encompassing adult and adolescent substance use disorder treatment, mental Health, and telehealth.
- Design marketing collateral and digital assets to drive brand engagement.
- Foster interdepartmental project collaboration for streamlined operations.
- Manage business development and outreach to expand market reach and client base.
- Orchestrate event and material strategy to optimize promotional efforts, overseeing and coordinating operations to ensure success.
- Head Alumni Team Development initiatives to nurture long-term relationships and promote professional growth and development.
- Drive visionary leadership to the marketing team, driving performance and cohesion, fostering alignment with organizational goals, nurturing a collaborative environment, and supporting professional development initiatives.
- Supervise the development and maintenance of the brand identity, ensuring consistency across all marketing channels and materials, including brand messaging, visual identity, and brand positioning.
- Handle the marketing budget effectively, allocating resources strategically to achieve maximum ROI.
- Monitor expenses and track performance against key metrics, making adjustments as necessary to optimize spending.
- Ensure compliance with evolving laws and ethical standards governing advertising and promotion within the addiction treatment industry, staying abreast of regulatory changes impacting marketing activities.
- Champion advertising campaigns across diverse channels, including digital marketing, print media, social media, and community outreach efforts, while continuously monitoring performance and adapting strategies to optimize effectiveness and maximize results.

**KEY ACHIEVEMENTS**

- Succeeded 450% growth in monthly digital acquisitions within the initial six months.
- Executed a successful rebrand and consolidation, resulting in annual savings of \$500K on management costs, while reducing CPA and increasing volume.
- Implemented call-tracking metrics and CRM (Salesforce) systems for enhanced efficiency.

BEACH HOUSE CENTER FOR RECOVERY, JUNO BEACH, FL, JUNE 2018 TO NOVEMBER 2018

**MARKETING DIRECTOR**

- Piloted the transition to a new SEO vendor, optimizing digital presence and driving increased traffic and conversions.
- Secured LegitScript marketing approval, enhancing regulatory compliance and market reach.
- Developed and executed comprehensive marketing strategies to increase brand awareness and attract clients seeking addiction treatment services.
- Liaised with internal teams to ensure marketing efforts aligned with the center's mission, values, and treatment approach.
- Ran advertising campaigns across various channels, including digital platforms, print media, and community outreach initiatives.
- Scrutinized market trends and competitor activities to identify opportunities for growth and differentiation.
- Oversaw the creation of promotional materials, website content, and social media content to engage with target audiences effectively.

**KEY ACHIEVEMENTS**

- Reduced marketing department costs by 30% by in-housing critical functions.
- Boosted monthly digital acquisitions by 25% with no additional ad spend through conversion optimization.

NSENA VR, NEW YORK, NY, JULY 2017 TO AUGUST 2020

**DIRECTOR OF PARTNERSHIPS**

- Conceptualized and crafted websites and social media assets to elevate brand presence and enhance audience engagement.
- Engineered and managed impactful Google Ads campaigns to enhance online visibility and drive targeted traffic to websites.
- Produced compelling video and print assets to captivate audiences and convey brand messaging effectively.
- Provided strategic growth consulting to optimize business performance and expand market reach.
- Identified and established strategic partnerships with law enforcement agencies, correctional facilities, training academies, and other relevant organizations to expand the company's client base and market presence.
- Conducted market research and analysis to identify new partnership opportunities and emerging trends in the law enforcement and corrections sectors.
- Assessed and evaluated partnership performance metrics, identifying areas for improvement and implementing strategies to optimize partnership outcomes.

**KEY ACHIEVEMENTS**

- Pioneered remote technical support system implementation to enhance operational efficiency and client satisfaction.

AION RECOVERY, LANTANA, FL, AUGUST 2014 TO JULY 2017

**DIGITAL MARKETING DIRECTOR**

- Spearheaded management of all digital assets and marketing initiatives and designed print collateral.
- Supported business development team management, overseeing operations and providing direction and guidance to high-performing teams.
- Developed and executed comprehensive digital marketing strategies to increase brand visibility and drive leads tailored to the unique needs and challenges of the addiction treatment industry.
- Coordinated the planning, implementing, and optimizing all digital marketing campaigns across channels such as PPC, SEO, email marketing, social media, and content marketing.
- Analyzed campaign performance metrics and KPIs to refine strategies and maximize ROI continually.

**KEY ACHIEVEMENTS**

- Achieved and sustained a cost per acquisition below \$2500 through digital channels.

## Education and Credentials

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MASTER OF BUSINESS ADMINISTRATION (M.B.A.), 2024; UF Warrington College of Business, Gainesville, FL

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN LEADERSHIP, 2022; Florida Atlantic University, Boca Raton, FL

## Additional Information

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**Technical Proficiencies:** Salesforce, Google Ads, Bing, Facebook, WordPress, Adobe Suite, PowerPoint, SEO, Windows, Microsoft Office Suite, Call Tracking Metrics, Monday.com, ChatGPT, AI, Google Analytics, BrightLocal, Google Search Console, Google Webmaster Tools, LiveChat, Google Workspace, Graphic Design.

**Interests:** Boating & Watersports, Rock Climbing, Motorcycle Riding, Technology, Bicycle Motocross.