

DAVID WESTERFIELD

DIGITAL MARKETING // WEBDEV // DESIGN



PERSONAL INFORMATION

EMAIL	howdy@djwesterfield.com	PHONE	(562) 350-9664
HOME ADDRESS	922 Belmont Ave Long Beach, CA 90804	WEBSITE	djwesterfield.com

PROFESSIONAL EXPERIENCE

DIRECTOR OF MARKETING & GROWTH | JAN 2020 - JUL 2020

Medal.tv, *Long Beach, CA*

- Originally tasked with a six figure monthly Adwords budget, to get down 70% and was successful to bring the company to full organic DAU growth
- Responsible for all SEO on all company sites and topics for relative games to add further SEO layers
- Created first blog for Medal with SEO curated content for better visibility
- Worked on user onboarding flow for desktop, web and mobile

DIGITAL MARKETING MANAGER // MARKETING DIRECTOR | OCT 2018 - JAN 2020

MIE Solutions, *Garden Grove, CA*

- Planned and executed all advertising campaigns including eDM (email) blasts, Facebook Ads, and Google Ads - including A/B and experimental conversion tests
- Introduced monthly and annual KPIs to optimize our performance and spend based on insights
- Manage the company's three major USA trade shows including merchandise design and print collateral

US OPERATIONS COORDINATOR | MAR 2017 - OCT 2018

Freedom Road Destinations, *Long Beach, CA*

- Pioneered the first US branch in Long Beach, oversee day to day operations of local office and act as the main US based liaison to expand business development
- Established customer database to generate leads for the Chinese, US and Australian markets and continue to expand customer database which has lead to more than 5,700 contacts
- Build brand recognition for Chinese market utilizing Chinese specific social media applications including WeChat and LinkedIn

DIGITAL NEW MEDIA MANAGER | APR 2015 - OCT 2018

Freedom Road Travel Group, *Shanghai, China / Long Beach, CA*

- Lead digital marketing efforts using Hubspot to create email and social media campaigns and landing pages which has resulted in +1,500 leads
- Introduced automated performance analytics reports to track and audit KPIs to ensure success of current and future campaigns
- Implemented Facebook ad campaigns with a budget of \$18,000 resulting in a CPC of \$0.78 and CTR of 2.52%

DIGITAL MARKETING OFFICER | SEP 2014 - APR 2015

Yew Chung Educational Foundation, *Shanghai, China*

- Developed organic SEO and SEM campaigns which effectively established the company's first digital footprint
- Maintained both front and back-end development for the Shanghai-based website
- Created Shanghai's first social media profiles and monthly marketing campaigns

CERTIFICATION

HUBSPOT MARKETING SOFTWARE CERTIFIED | MAY 2019 - PRESENT

Hubspot, Certification Course

CONTEXTUAL MARKETING CERTIFIED | MAY 2019 - PRESENT

Hubspot, Certification Course

EMAIL MARKETING CERTIFIED | MAY 2019 - PRESENT

Hubspot, Certification Course

GA INDIVIDUAL QUALIFICATIONS CERTIFICATE | OCT 2016 - PRESENT

Google, Analytics Certification

EDUCATION

BACHELORS DEGREE (BA) | SEP 2005 - MAY 2009

University of Redlands, Major: Philosophy