



Paul Olmeda

- ✉ paul@paulolmeda.com
- ☎ 678-480-6998
- in [linkedin.com/in/paul-olmeda/](https://www.linkedin.com/in/paul-olmeda/)

SOFTWARE

Salesforce Pardot, Salesforce Marketing Cloud, Marketo, HubSpot, Eloqua, Luminate, Adobe Experience Manager (AEM), Adobe Creative Cloud Apps, MailChimp, ION Interactive, SnapApp, Kapost, Uberflip, Google Analytics, CMS (WordPress), Web hosting platforms, Social Apps (Facebook, LinkedIn, YouTube)

EDUCATION

Trident Technical College, North Charleston, SC

- » Associates Degree in Commercial Graphics with certificates in Computer Graphics, Photography, and Printing. Education and experience equivalent to a Bachelor's Degree
- » Graduated Cum Laude, May 2001

ORGANIZATIONS & ACHIEVEMENTS

- » Atlanta InDesign User Group - Chapter Leader, 2006 to Present
- » PAC Advisory Board for the Art Institute of Atlanta, 2011 to 2014
- » Art Direction Student Review Panel - Art Institute of Atlanta 2010 to Present
- » Awards: Print and Interactive ADDYs, PIAG Excellence in Printing, and GNF Photography Competition

ADDITIONAL SKILLS

- » Digital photography and hi-res photo retouching
- » HTML email design and coding
- » Digital publishing, mobile apps, and interactive PDFs
- » UI and UX Design, responsive web design, wireframing, and SEO
- » Enterprise marketing automation and content management
- » HTML5, CSS3, and JavaScript

References and portfolio available upon request

DIGITAL MARKETING STRATEGY & EXECUTION / MARKETING AUTOMATION / MULTI-CHANNEL CAMPAIGNS / EMAIL MARKETING

Award-winning professional building on more than 10 years working successfully with top-level digital marketing strategies and initiatives which dynamically affect business positioning and sales and marketing success. Innovative, creative, and strategic thinker able to manage budgets, human assets, and day-to-day deliverables supporting all aspects of an organization. Delivers results in the development and execution of digital marketing solutions, content strategy, and multi-channel campaigns that drive people, process, and technology.

KEY AREAS OF EXPERTISE

- » Digital Marketing Strategy & Execution
- » Marketing Automation
- » Campaign Strategy & Execution
- » Content Development & Marketing
- » Persona Development
- » Business & Sales Support

EXPERIENCE

Marketing Automation Operations Manager / DRUM Agency, Atlanta, GA

October 2019 to April 2020

- » Created and managed email, digital marketing, and marketing technology initiatives for large B2B, B2C, and non-profit clients
- » Managed a team of marketing automation specialists, developers, and platform admins
- » Developed and optimized marketing automation processes and best practices
- » Created annual plans and scope SOWs over 1 million dollars
- » Administered and managed MA platforms, martech strategic partnerships, and vendors
- » Initiated internal marketing and business development initiatives

Notable Clients: Tractor Supply Company, SunTrust/Truist, Wounded Warrior Project

Digital Marketing Strategy & Execution / The Pedowitz Group, Milton, GA

January 2014 to August 2019

- » Worked with enterprise clients on strategic email, digital marketing, and marketing technology initiatives
- » Managed and executed multi-channel customer-first digital marketing programs
- » Managed content and content distribution, including blogs, video, interactive PDF content
- » Trained client teams on campaign, marketing automation, and content best practices
- » Developed marketing content, multi-channel email campaign assets, interactive media, video, and infographics including optimizing using analytics and SEO
- » Designed and developed landing pages, high engagement HTML emails, and microsites

Notable Clients: GE Digital, American Express, Four Seasons, Ensono, Zoetis, Cisco, Accertify, HBO, Microsoft, Rackspace, Roche, Charles Schwab, Telstra, and Cox Automotive

Principal / Workshirt Creative, Atlanta, GA

May 2013 to January 2014

- » Marketing automation strategy, administration, and execution services
- » Designed logos, advertising and marketing collateral, and infographics
- » Created websites, interactive banners, landing pages, web advertising, and custom interactive experiences. Designed and coded HTML emails
- » Created and planned mobile apps, digital media, and interactive PDFs

Notable Contracts: Envision Medical Communications, The Morrison Agency, AutoTrader.com

Marketing & Creative Services Manager / Online Resources Corporation, Duluth, GA

August 2012 to May 2013

- » Collaborated with Product Marketing and Corporate Marketing executives on marketing and business initiatives
- » Produced product content, websites, marketing campaigns, presentations, emails, webinars/events pages
- » Developed and implemented processes and workflows to fulfill creative requests and managed multiple projects
- » Managed all print, interactive, and design resource vendors
- » Directed internal staff and external resources for the execution of marketing material, event graphics, and interactive material
- » Co-created a profitable subscription-based eLibrary of customer-focused marketing assets



Paul Olmeda

-  paul@paulolmeda.com
-  678-480-6998
-  [linkedin.com/in/paul-olmeda/](https://www.linkedin.com/in/paul-olmeda/)

CERTIFICATIONS

- » Adobe Professional - Adobe Experience Manager (AEM) Business Practitioner
- » Management Consulting Institute Level One Certification
- » Marketo Certified Expert
- » Certified Search Marketing Specialist - DigitalMarketer
- » Certified Content Marketing Specialist - DigitalMarketer
- » Ion Interactive Certified Expert
- » Pardot Foundations Training

ADDITIONAL SOFT SKILLS

- | | |
|--------------|--------------------|
| 9Lenses | Bitly |
| Jive | Basecamp |
| JIRA | MailChimp |
| SQL queries | Lucidchart |
| MS Office | Visio |
| SurveyMonkey | Smartsheet |
| WPEngine | Trello |
| SnapApp | WuFoo |
| Litmus | Libsyn |
| 1&1 Ionos | Grapevine6 |
| GoDaddy | Salesforce |
| Dropbox | Google Docs |
| Box | Google Analytics |
| Teachable | Google Tag Manager |
| Jubi | Yoast |
| Wistia | |

CONFERENCES

- » HOW Design Conference 2004 - 2006 (3 years)
- » Adobe Summit 2019 and 2020

References and portfolio available upon request

EXPERIENCE (CONTINUED)

Creative & Email Marketing Manager / NetSpend Corporation, Atlanta, GA

June 2009 to August 2012

- » Collaborated with Channel Marketing leaders on initiatives and managed email marketing and transactional email efforts
- » Designed for emails, presentations, websites, video, and interactive media
- » Developed, executed, and managed customer email campaigns with marketing automation
- » Managed new brand and marketing initiatives
- » Directed and managed the design team, vendors, and maintained the creative workflow
- » Developed collateral, sales material, and interactive elements
- » Led efforts in a new card product launch and associated financial technology
- » Instrumental in launching multiple websites and updating the UI of internal web applications

Interactive Designer / Fitzgerald+CO, Atlanta, GA

March 2007 to April 2009

- » Collaborated with creative directors on digital and interactive projects
- » Designed print collateral, ads, and logos and visual identities
- » Created and produced interactive banners ads, landing pages, new business presentations and microsities
- » Directed photo shoots and production of client websites
- » Prepared files for release

Notable Clients: UPS, InterContinental Hotels & Resorts, IHG, Cryovac, and NEA Foundation

Senior Graphic Designer / Atlanta Dental Supply, Duluth, GA

June 2003 to August 2006

- » Worked closely with the Director of Marketing on marketing and branding initiatives
- » Developed collateral, catalogs, small publications, ads, and sales material
- » Devised environmental graphics and designs for promotional products
- » Shot, retouched and formatted product and lifestyle photography
- » Led and managed staff, print production, and interactive efforts

E N G A G E