



Paul Olmeda

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SOFTWARE & PLATFORMS

Adobe Creative Cloud Apps, Adobe Experience Manager (AEM), Marketo, HubSpot, Salesforce, Pardot, Salesforce Marketing Cloud, Eloqua, ActiveCampaign, Klaviyo CDP, MailChimp, Figma, D&B Audience Builder, Google Analytics, Tableau, DemandBase, CMS (WordPress), Web hosting platforms, Social Apps (Facebook, LinkedIn, YouTube), Project Management (Workfront, JIRA, Wrike)

EDUCATION

DeVry University, Atlanta, GA

- » Bachelor of Science in Business Technical Management
- » Graduated Summa Cum Laude

Trident Technical College, North Charleston, SC

- » Associates Degree in Commercial Graphics with certificates in Computer Graphics, Photography, and Printing.
- » Graduated Cum Laude

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

- » 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
- » MarTech Architecture

DIGITAL MARKETING STRATEGY & EXECUTION / INTEGRATED CAMPAIGNS / WEB, SOCIAL MEDIA, EMAIL / LEAD & DEMAND GEN / MARKETING OPERATIONS

Experienced professional building on more than fifteen years working successfully with top-level digital marketing strategies and initiatives that dynamically affect business development 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 digital marketing. Drive people, processes, and technology in the development and execution of marketing automation and CRM solutions, integrated strategy, and campaigns that deliver results.

KEY AREAS OF EXPERTISE

- » Digital Marketing Strategy & Execution
- » Content Development & Marketing
- » Campaign Strategy & Execution
- » Web Design & Development
- » Marketing Automation/CRM Strategy
- » Marketing Technology Management
- » Lead & Demand Generation
- » Business & Sales Enablement

EXPERIENCE

Marketing Automation Strategy Manager / Brunner Agency, Atlanta, GA

August 1, 2020 to Present

- » Work with data-driven, customer-centric enterprise clients to develop and implement email, digital marketing, CRM, and marketing automation strategies for large B2B/B2C companies in manufacturing, financial services, utilities, QSR, and others..
- » Grow client's lead databases with paid and organic strategies, and administer lead management and scoring processes
- » Develop and execute multi-channel integrated campaigns with detailed tracking and reporting for revenue attribution
- » Create integrated plans, strategies and consult with large and enterprise client teams
- » Administer and manage MA/CRM platforms, martech strategic partnerships and vendors, scope client SOWs
- » Develop and execute internal marketing and new business development initiatives

Notable Clients: Church's Texas Chicken, RWC, Rinnai, YellaWood, Mitsubishi Electric, PECO Energy Company, Penske

Marketing Automation Operations Manager / DRUM Agency, Atlanta, GA

October 2019 to April 2020

- » Created and managed strategic 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



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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 - Internal Training

ADDITIONAL SOFT SKILLS

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

CONFERENCES

- » HOW Design Conference 2004 - 2006 (3 years)
- » Adobe Summit 2019, 2022
- » Litmus Live 2022-2023

EXPERIENCE (CONTINUED)

Principal / Workshirt Creative, Atlanta, GA

May 2013 to January 2014, April 2020 to August 2020

- » Collaborated with clients on strategic marketing initiatives
- » 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

Creative Services Manager / Online Resources Corporation, Duluth, GA

August 2012 to May 2013

- » 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

Creative Manager / NetSpend Corporation, Atlanta, GA

June 2009 to August 2012

- » 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

Print and Interactive Designer / Fitzgerald+CO, Atlanta, GA

March 2007 - April 2009

- » 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 - August 2006

- » 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

References and portfolio available upon request