

RANDY NOXON

Full Stack B2B, B2C, & SaaS Marketing / Communications Expert

Greater Austin Texas Area - *experienced remote working professional*
(956)622-1220 | rnoxon@gmail.com | www.linkedin.com/in/randalln

Robust Online Portfolio: www.DFWmarketingpro.com



24+ years of collaborative leadership experience; including more than **15+ years** in CMO / VP level marketing / communications positions. *Hands-on expert* with strong technical skills, proven strategic planning experience, and a lasting legacy of teambuilding and self-motivation. Proven track record of measured market strategy that communicates brand message, raises awareness, and creates sales leads; ultimately driving company revenue.

PROFESSIONAL EXPERIENCE

Present Fractional Executive Roles

June 21 Strategic Fractional CMO / VP with 15+ years of expertise in scaling businesses through data-driven strategies, team leadership, content innovation, and streamlined operations.

Nettra Marketing Agency

Marketing Services for Credit Unions, Banks, & Service-Based Businesses - Fresno, CA
Learn more about this company: www.nettramedia.com

The United States Gold Bureau

Large eCommerce Company Selling Gold & Precious Metals - Leander, TX
Learn more about this company: www.usgoldbureau.com

Zammo.AI

Microsoft Partner - No-Code Conversational AI SaaS Software Company - San Francisco, CA
Learn more about this company: www.zammo.ai

D&W Painting, Inc.

36 Yr. Multi-Generational Commercial Painting Company - Austin, TX
Learn more about this company: www.d&wpainting.com

Flanigan's Distillery & Winery

Turn Of The Century Distillery & Winery - Bertram, TX
Learn more about this company: www.flanigansdistillery.com

Captain Anthony's Seafood

40+ Yr. Business Offering Fishing Charters, Fresh Seafood, & Lodgings - Anna Maria Island, FL
Learn more about this company: www.captainanthonys.com

The Vector Group

Mid-Sized Modern / Contemporary Kitchen & Bath Accessories eCommerce - Atlanta, GA
Learn more about this company: www.scandinavian-handles.com/

Distinctive Multi Media Group

Boutique Marketing Agency For Nonprofits, Churches, & Small Businesses - Dallas, TX
Learn more about this company: www.distinctivemultimedia.com

Oct 19 Content Marketing Director

Dec 20 Aplos Software - Fresno, CA

SaaS company providing accounting software for nonprofits & church's (Quickbooks-type alternative)

Overseeing content marketing strategy and related content creation for email, social media, organic, digital ads, affiliate marketing, and customer cross-sell channels.

Learn more about this company: www.aplos.com

Jul 18 Communications Director

Sep 19 4africa - Fort Worth, TX

Faith-based International 501(c)(3) Non-profit Charity Organization

Multi-channel communications strategy, content creation, staff oversight, and transparent reporting.

Learn more about this organization: www.4africa.com

PROFICIENCIES

Staff Management & Motivation

Sourcing / Interviewing / Onboarding
Accountability / Coaching / Terminations

Deep Technical Skillset

Marketo
HubSpot
Salesforce Sales / Marketing Cloud
Adobe Creative Cloud
Emma | MailChimp | Constant Contact
Google Analytics
Graphic Design
Content Writing
15yr. Photo/Video Production Expert
Operational Solutions Architecture
Automation | Infrastructure | eForms

Multi-Channel Strategy

GoToMarket GTM
Social Media
Email Marketing
Direct Mail
Text Blast
Traditional Advertising (TV, Radio, News)
SEO | Organic Search
Affiliate Marketing
Direct Sales Support Collateral
Paid Ads Social | Display | Content

Project Management

SCRUM Methodology
Asana / Monday.com
Microsoft 365
Sharepoint | Planner | Teams

Content Creation

Digital Ads
Websites
Infographics
Paid Ads
Sell Sheets
Brochures (print | digital)
Landing Pages
Media (videos | photos)
Training | Educational | Promotional
Testimonials
eBooks, Whitepapers, Case Studies
Blog Articles
SurferSEO (writing with purpose)

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PROFESSIONAL EXPERIENCE *(continued)*

Aug 10 **Marketing Director**

Dec 17 Wisenbaker Builder Services - Houston, TX

International manufacturer / wholesale provider of cabinetry, flooring, window coverings, countertops, and SaaS platform

- Marketing, strategy, & communications support for parent and 5 company subsidiaries
- Hands-on creation of print / digital collateral to support vertical sales teams
- Content creation & maintenance of company-wide intranet for more than 1,000 users
- WordPress website maintenance and content management
- Multi-channel marketing support for products & services in separate market segments
- KPI's and Google Analytics support for new product launches & product changes
- Google AdWords Campaign - creation, management, and KPI-based reporting
- B2B and B2C educational and demand generation marketing
- Tradeshow / booth design and collateral support
- Nationwide dealer wholesale network communications support (*B2B*)
- Retail signage - print collateral for multiple design centers (POS, displays, etc.)

May 07 **Marketing Director**

Aug 10 The Vector Group - Marietta GA

IMPORTER OF MODERN & CONTEMPORARY KITCHEN AND BATH ACCESSORIES

- Led strategic transition from paid advertising to in-house SEO website development
- eCommerce B2C marketing campaigns (NextTag, eBay, etc.) with measured KPI's
- B2B email marketing campaigns targeted on enterprise commercial builders
- KBIS (national kitchen & bath industry tradeshow) complete attendance strategy
- Nationwide dealer wholesale network support
- Demand generation marketing
- CRM integration with sales data via Microsoft Sharepoint

Sep 06 **Market Manager**

Apr 07 Capital One Bank - Arlington, TX

DENOVO RETAIL BANKING CENTERS IN THE NORTH TEXAS MARKET

- Field marketing w/ direct customer acquisition strategy
- Regional awareness campaign and go to market strategy - defined Goals / KPI's
- Business development and relationship deepening
- Pipeline management of commercial account acquisition and cross selling products
Merchant Services | Treasury Management | SBA Loans
- Meeting community leadership, engaging employers, strategic sponsorships, etc.

Jun 04 **AVP Banking Center Manager II**

Sep 06 Bank of America - Colleyville, TX

CONSUMER BANKING CENTER LOCATIONS (2 Simultaneous Locations)

- Branch Manager (team of 17 mgmt. & associates)
- Appointed *Training Manager* for the market
- Customer | Account maintenance - Merlin CRM maintenance
- Direct financial product sales (checking, savings, credit lines, loans)
- Profit | Loss Management
- Sales management
- Cash management
- Staff training | development
- Mortgage loan origination | pipeline management / closing

EDUCATION

Current Microsoft MCSE Sharepoint Certified Solutions Architect (online courses)

Sep 90 State University of New York College at Cobleskill (SUNY) - Cobleskill, NY

May 93 Bachelors Degree - Graphic Design

Strengths

Customer & Employee Engagement

Campaign Creation & Management

Measurement & Reporting

Goals | KPI's | Analytics

Departmental Infrastructure

Processes | Procedures

Passions

Family

Continuing Education

Philanthropy

Community-building Activities

Recycling

References

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