

# RANDY NOXON

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

Dallas / Fort Worth TX Area - *experienced remote working professional*  
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Online Portfolio: [www.DFWmarketingpro.com](http://www.DFWmarketingpro.com)



**24+ years** of collaborative leadership experience; including more than **14 years** in hands on, VP / director 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 demand; ultimately driving sales conversions.

## PROFESSIONAL EXPERIENCE

### Present Vice President Of Marketing

June 21 [Zammo.ai](#) - San Francisco, CA  
SaaS company - software to create, deploy, and manage AI-powered communications for enterprise & government

- **Strategy** - GTM creation, branding, communications, and analytics using HubSpot
- **Teambuilding** - coaching, mentorship & accountability (*in-house and contracted teammates*)
- **Lead Generation** - creation, execution, and measurement of all MQL campaigns
- **Content creation** - including personally creating content, and content pipeline management
- **Communications** - external PR, company-wide communications, investor updates
- **Collaboration** - very close sales interaction and cross-departmental projects

### 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
- Email, social media, organic, paid, affiliate, and customer cross-sell channels
- Hands-on content creation, team management, and team mentorship
- Promotional campaign concept, strategy, and management incl. social media ( FB | LI | YT)
- Provided content and strategy to support measured paid advertising campaigns
- Campaign management including KPI measurement / analytics and conversion tracking
- Organic and paid SEO management & measurement via Google Analytics
- Hubspot tracking and conversion measure
- Asana project management (Scrum methodology)

### Jul 18 Communications Director

Sep 19 [4africa](#) - Fort Worth, TX  
Faith-based International 501 (c) (3) Non-profit Charity Organization

- Multi-channel communications and marketing strategy
- International outside development support via advanced digital / print collateral
- Hands-on content creation and team mgmt. (website, print and electronic collateral)
- Multi-platform advanced social media campaign management FB | IG | TW | LI | YT
- Measured paid advertising campaigns
- Email marketing campaign creation, management, and KPI measurement / analytics
- Google Analytics conversion measurement
- Intranet architecture via Microsoft Sharepoint / Teams
- Project management via Microsoft Planner (Scrum methodology)

### Aug 10 Marketing Director

Dec 17 [Wisnaker 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.)

## PROFICIENCIES

### Deep Technical Skillset

Marketo  
HubSpot  
Hootsuite  
Salesforce Sales / Marketing Cloud  
Adobe Creative Cloud  
Emma | MailChimp | Constant Contact  
Google Analytics  
Graphic Design  
15yr. Photo/Video Production Expert  
Microsoft Office Suite  
Word | Excel | PowerPoint | Publisher

### Multi-Channel Strategy

Social Media  
      
Email Marketing  
Direct Mail  
Text Blast  
Paid Advertising  
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

Infographics  
Paid Ads  
Sell Sheets  
Brochures (*print | digital*)  
Website 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)*

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  
DENOVIO 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

Jul 93 **Retail Manager**

May 04 Linens N Things | Eddie Bauer | Palais Royale Inc.  
VARIOUS LOCATIONS IN LOUISIANA, COLORADO, TEXAS

- General Store Manager (teams of up to 112 management & associates)
- Appointed *Training Manager*
- Merchandising & Inventory Management
- Profit | Loss Management

### 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

James Babineaux

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