



DAMON YOUNG

-

MARKETING CONSULTANT

NY

(917) 750-0010

damonyoung1@gmail.com
damonyoung.carbonmade.
com

-

Core Competencies

- Marketing Strategy
 - Brand Building
 - Market Research
 - Data Analytics
- Corp Communications
 - Creative Team Leadership

-

Skills

Adobe Creative Suite
Google Analytics
Google Adwords
Wordpress
Salesforce
Mailchimp
Constant Contact

Work Experience

SELF EMPLOYED

Jun 2014 to Present

Marketing Consultant

- Develop and implement marketing strategies for Caso Document Management, Batra Group Real Estate, Manny's Sweet Treats, and Handel Group Life Coaching.
- Created the "100% You" recruitment video campaign for Spire Group, which generated 5,000+ views and 30 new hires, adding \$210,000 in yearly revenue for the firm.
- Work with startups to create and launch new brands, including Flash Restoration, which secured \$75K in funding and earned \$1.5M in first-year revenue.
- Direct all digital content and collateral for Batra Group, including the high-performing Batra Report newsletter, which averages 33% opens and 2.75% click-throughs.
- Provide data-driven insights and recommendations on marketing spend.

SPIRE GROUP

Apr 2011 to May 2014

Marketing Director

- Rebranded a boutique brokerage to attract and retain agents with an innovative 100% commission model.
- Acquired over 100 new agents within 2 years through effective on and offline recruitment campaigns, disrupting the category and generating \$750,000 in yearly revenue.
- Created the highly celebrated "Be 100% Happy" branding campaign and recruitment event that drew over 500 agents and generated 20 new hires, adding \$140,000 in yearly revenue for the firm.
- Created a culture of brand evangelism, resulting in 95% agent retention for 3 years, despite 5 copycats entering the market.
- Streamlined property e-blasts by bringing html and list-scraping capabilities in-house, saving the company \$2,500/month.
- Awards: 2012 Best Firm to Work For, Top 10 Mid-Sized Firm

TOUCHSUITE

Jun 2007 to Apr 2011

Senior Marketing Specialist

- Built client base from zero to 600 through effective multichannel marketing, driving multiple revenue streams including cost of system (\$149/month for 4 year lease), credit processing (1.8%), and add-on services (\$15/month), which generated \$6M in revenue and landed TouchSuite on the INC 500.
- Led research, feature development, product positioning and marketing for TouchSuite Salon POS management system, competing against 119 products to earn a Top 10 sales ranking and multiple endorsements.
- Listed on 3 patents as part of the cross-functional SaaS/agile product development team.
- Managed PPC campaigns that generated double-digit CTR and 10% sales conversion.
- Produced and updated online technical manual and videos in English and Spanish, reducing customer support calls by 50%.
- Award: 2010 Telly® Award for Best Product Video.

DAMON T YOUNG

-

MARKETING CONSULTANT

NY

(917) 750-0010

damonyoung1@gmail.com
damonyoung.carbonmade.com

-

Education

BS in Advertising, 1991
Syracuse University
S.I. Newhouse School of
Public Communications

Digital Marketing, 2014
General Assembly, New
York, NY

Young & Rubicam Executive
Training Program, 1997

-

Awards

2010 Telly Award, Best
Product Video

2012 The Real Deal, Best
Firm to Work For

2014 The Real Deal, Top 10
Mid-Sized Firm

2007 JPF Nomination for
Best Children's Song

HOUSE OF FLOORS

Marketing Specialist

Mar 2004 to Jun 2007

- Helped double sales revenue of a \$10M franchise through effective marketing and sales support.
- Prepared new business pitches using 3D design and cost estimation software, resulting in a 125% increase in specialty flooring sales (designer and commercial), 15% materials savings, and elimination of costly mistakes.

B. STYLES PRODUCTIONS

Producer & Creative Talent

Mar 1999 to Feb 2004

- Creative talent for professional recording studio (radio spots, instructional videos, children's music, demos).
- Provided writing, voiceover, lead/background vocals for The Wag-gamuffins™ Children's Music Series.
- Awards: 2007 JPF Nomination for Best Children's Song

WUNDERMAN CATO JOHNSON

Assistant Account Executive - Pravachol

Mar 1997 to Sep 1998

- Applied marketing strategies across mass media, direct mail, fulfillment and telemarketing programs for Pravachol.
- Compiled research on competitive applications of new 're-laxed regulation' TV advertising and 'black box' disclosures.

LAVEY WOLFF SWIFT

Client Services Manager - Cipro, Humegon, Desogen

Apr 1994 to Jun 1995

NELSON COMMUNICATIONS

Account Coordinator - A&H Dental Care, Tums

Jul 1992 to Mar 1994

HILL HOLLIDAY ADVERTISING

Account Administrator - Motrin IB, Irish Tourist Board

Jul 1991 to Jun 1992

Portfolio

