

Eric S. Townsend | The Integrated Marketing & Artistry Behind a \$663M Tech Deal

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My greatest success is Latista Technologies (Textura). It wasn't pixie dust or stars aligning. It was creativity, pragmatism, and discipline. I increased appeal and was recognized for GUI excellence. I made the software easier to find, understand, try, adopt, and evangelize through elevated digital presence. I helped a CEO achieve his primary objective: acquisition – 18 months early. Oracle was ideal at \$663M. I now seek a new home for my breakthroughs and uncommon artistry.

RECENT WORK HISTORY

Integrated Marketing Lead | Contractor (October 2019 to present) Remote

- **Available for short or long-term projects.** Focuses: marketing strategy, integrated marketing, creative, content, website development.
- **Produced lift for WEIDNER APARTMENT HOMES.** Increased search engine rank for [Weidner.com](https://www.weidner.com) from 56th to 14th (first in comps on Google, +213% traffic). Optimized "apartments for rent" searches. Boosted sessions (+78%) and engagement (+41%) by studying heat maps, restructuring pages, and drawing eyes to higher-converting content. Powered 21% more leads by writing compelling offers for PMs. Managed an external agency (Repli, Atlanta). Supported 300+ websites and 275+ Google My Business pages. Crafted communications: "A Brief History of Weidner" ([About Us page](#)) and "Breathe Easy," a smoke-free initiative ([its own website page](#)). [EXPLORE IN VISUALS](#)
- **Sparked a quick revenue boost and mass exposure for HIMMELS of Chicago.** Raised \$11,000 (hit cap of 400 meals at \$27.50 each) with a strong Thanksgiving offer and email blast. Led to a feature with the #1 morning news show in Chicago (WGN-TV) as they enjoyed the offering on-air, online coverage with [ABC7](#) and the [Chicago Sun Times](#), plus a radio and [TV spot with Emmy Award winner Dean Richards](#).

Publisher | Go Booklets (January 2012 to present) Fairfax VA, Seattle WA [EXPLORE IN VISUALS](#)

The imprint produces distinctive ebooks, audio books, paperbacks, and streaming pilots. Operation has been moved to Seattle from Fairfax VA.

- Pioneered "writing small" years before Albert Griesmayr's lean books and Blinkist digests.
- Developed and funded *Tabula Raisa* (2016), a children's adventure series and eventual retail hub ([TabulaRaisa.com](https://www.tabularaisa.com)) via Kickstarter. Raised ~\$13,000 in 30 days, named "Staff Pick," tagged "New & Interesting," and showcased on their home page (listed #1 of 418 projects).
- Raised ~\$21,000+ in 30 days for *Hard Luck Cafe*. Won "Best Director" and was finalist for "Best Play" at Thespis Theatre Festival (2015).
- Partnered with The Prince Estate (2019-21) to develop *Blue Cloudz*, a prequel to the Oscar-winning film *Purple Rain*. Project includes a branded Etsy store and a companion collection of 300+ relics from the Rock and Roll Hall of Famer's career.

Digital Marketing Lead | Gates Hudson (February 2017 to October 2019) Fairfax VA [EXPLORE IN VISUALS](#)

The real estate firm managed 75+ properties (billions in assets) across five U.S. states and employed 750+. I resigned to relocate to the Seattle area.

- Closed 11% more leases by creating and leading sales enablement workshops that armed associates to be better on-brand ambassadors.
- Spearheaded reputation growth (+66% Google rating, Q1 2018) through surveys, buy-in from execs, and capitalizing on win-back opps.
- Engineered email marketing for higher engagement, results (historic): ~44% opens, ~3% clicks (real estate benchmarks: 19.7%, 1.8%).
- Bolstered customer acquisition via PPC ads, results (mo.): 1M+ impressions (~\$.02 per), 20K+ interactions (~\$1 CPC), \$13K-\$48K leases.
- Supported 75+ websites inc. [GatesHudson.com](https://www.gateshudson.com) and Class A builds like [Coda on H](#) with on-page SEO, compelling offers, and rich media.
- Drove projects with external creative agency (Benson, Atlanta), established or ensured consistency in brand, and curated social media.

Partner | Glimpse Digital (January 2007 to February 2017) Fairfax VA

The agency provided 360° marketing services to startups, challengers, and leaders. I operated as chief strategist, project manager, and creative director.

- **Delivered LATISTA TECHNOLOGIES (Textura) from startup to \$663M acquisition by Oracle (18 months ahead of plan).** As Integrated Marketing Lead, produced +152% traffic, +706% leads, and 163% avg. annual growth by winning "construction management software" searches through effective use of SEO, link building, and PPC advertising. Boosted software trials (+211%) and licenses (+349%) by redesigning the software's interface for greater ease of use. Simplified messaging to features, benefits, and case proof. Injected specialized talent (where only a coordinator existed). Ensured amplifying market penetration and growing national recognition. [EXPLORE IN VISUALS](#)

- **Overcame long-standing market leader for BASEMENT DETECTIVE.** As Integrated Marketing Lead, launched with just 900+ daily sessions but 3:42 avg stays, 3.8 pages, and a sub-50% bounce rate across multiple websites. Optimized to win local Google searches like "basement waterproofing va". Wrote exclusive resources on soil conditions. Cultivated a hard-working brand (logo, mascot, collateral), a friendly approach, time-tested solutions, and fair pricing. Wrote in-home pitch to reinforce values. Operated a call center to learn from leads. Enjoys 41% conversion and a segment-leading 4.8 star reputation (Google, Angie's List). MidAtlantic Waterproofing closed (2020).
- **Built BUFFALO.AGENCY, an in-house agency for BILLY CASPER GOLF (now INDIGO GOLF PARTNERS).** As Consultant to the EVP, led pilot that cut time to production (-20%) and reduced expenses (-60%). Produced quality advertising to prove concept. Delivered hiring blueprint. Buffalo.Agency was so successful, it split from BCG (2016) to acquire four firms and counting (2016-21). [EXPLORE IN VISUALS](#)
- **Supercharged membership for NAVY FEDERAL CREDIT UNION.** As Content Editor-in-Chief, generated 70K signups and \$500M (+105% goal) in writing "Snap2It" and "Sweet Returns" certificate/IRA campaigns. Added 19K new members (+171% goal) in writing "Share the Good Fortune" drive. Reinforced with push marketing emails and in-line, mid-session banners. Garnered 80M views and pickup in major media (*LA Times*, *Chicago Tribune*) with unique, informative articles like "Rebel Against Rogue Investing". Coined "Financial Confidence" as an aspirational target. Shifted discourse to emergency preparedness, financial IQ, and long-term investing. Wrote content to build out *Making Cents*, (a financial literacy website). Partnered with executives to launch the *Digital Investor*® platform. [EXPLORE IN VISUALS](#)
- **Re-engineered KOA SPORTS to elevate perception, value, and revenue performance.** As Integrated Marketing Lead, drove \$750K+ in revenue by selling out 20+ programs. Led a \$159,770 membership drive (+22% new players, 92% retention). Created long lines for tryouts. Coined "Builds Character" to de-commodify offering. Boosted reception with new programs and spirited collateral. Hired and trained coaches to deliver on promises. Created standing-room-only *Domingo Ayala All-Star Experience*, featuring the YouTube celebrity. Surveys showed 96% claimed "child is improving his skills," and 89% felt "child is more passionate about sports." [EXPLORE IN VISUALS](#)

PORTFOLIO Writing: estwrtg.com | Creative Direction: estdsgn.com | Books (23 Published): gobooklets.com / amazon.com

HONORS 8 awards + their criteria **BRANDS** 20 household names **TESTIMONIALS** 83 recommendations

EDUCATION University of Richmond | Bachelor's Degree in Fine Arts **MENTORING** 6 protégées for Torch™

PRIOR RELEVANT ROLES

- Marketing Manager | Greater Atlantic Mortgage • Business Development Director | SQN • Partner | Zinc Agency
- Communications Manager | ASPA • Marketing Manager | Leo A Daly • Writer/Designer | Landslide, The Martin Agency

INTEGRATED MARKETING SKILLS

Marketing Strategy | Brand Storytelling | Project Management | Sales Enablement | Training | Thought Leadership | Publicity Communications | Writing & Editing | Content Management | Creative Direction | Graphic Design | Website Development eCommerce | Digital Marketing | Data Analysis | SEO | PPC | Social Media | Reputation | Vendor Management | Mentorship

- **Soft Skills:** Creativity | Critical Thinking | Problem Solving | Active Listening | Intuition | Insight | Detail Orientation Composure | Flexibility | Collaboration | Initiative | Empathy | Responsibility | Integrity | Grit | Wit | Rapport | Loyalty

SOFTWARE & TECHNOLOGY

Below is a sampling. Please inquire about any other requirements needed to fulfill projects.

- **General:** Microsoft Office | Teams | + • **Adobe:** Creative Cloud | Marketo | Magento • **Projects:** Monday | Jira | Wrike | Asana | +
- **CRM:** Salesforce | Hubspot | + • **Content:** GatherContent | SiteCore | WordPress • **Email:** Sendgrid | MailChimp | +
- **Google:** Ads | My Business | Analytics • **SEO:** Moz | Market Samurai | SpyFu | Nightwatch • **Code:** HTML | CSS | PHP | JS

INTERESTS

- **Arts:** Author | Poet | Singer/Songwriter | Guitarist | Drummer • **Recreation:** Kayaker | Hiker | Traveler | Collector | Sports Fan

Oracle buys Textura for \$663M to build its construction IT business

By [Ingrid Lunden@ingridlunden](#) / 5:55 AM PDT • April 28, 2016



Oracle today announced that it is making an acquisition to (literally and figuratively) build out its Primavera project management and billing business: it is buying Textura, a provider of cloud-based contract and payment management solutions specifically for the construction industry. The all-cash deal, Oracle said, is worth \$663 million, net of Textura's existing cash.

Oracle said that Primavera and Textura will form a new global business unit, Oracle Engineering and Construction. The transaction, approved by the board already, should close some time this year.

"The increasingly global engineering and construction industry requires digital modernization in a way that automates manual processes and embraces the power of cloud computing to easily connect the construction job site, reduce cost overruns, and improve productivity," said Mike Sicilia, SVP and GM, Engineering and Construction Global Business Unit, Oracle, in a statement. "Together, Textura and Oracle Engineering and Construction will have the most comprehensive set of cloud services in the industry."

Textura, which went public in 2013, is one of the bigger providers of project management services to this industry globally. It processes \$3.4 billion in payments for over 6,000 projects monthly, with over 85,000 contractors and others connected to the platform. The problem that it's solving specifically is to try to keep a better handle on projects and specifically the budgets for them amidst the tangle of companies and individuals involved in completing building works.

An American bakery won an award for a pineapple-filled pasty. The British media were not amused.

Mike Burgess, Pure Pasty founder, calls his nontraditional pasties “American fusion.”

By **Fritz Hahn** / 2:41 PM PDT • March 6, 2018



A traditional Cornish pasty is miners' food — a hand pie filled with beef, potatoes and onions, with a crust that could be used as a handle. (Most are similar in shape to an empanada.) Even the modern versions found at British chain pasty shops, which may have a lighter, flakier crust, still hew toward no-nonsense ingredients inside: steak and ale, cheese and onion, lamb and minty peas.

That's why the results of this weekend's World Pasty Championships in Cornwall, England, came as a double shock. After judges rated more than 200 entries in professional, amateur and junior categories, the winner of the prestigious Open Savoury Company category was Vienna, Va.,'s Pure Pasty Co. Not only was this the first time Americans have taken top honors at the seven-year-old international competition, but their prize entry contained barbecue chicken, sweet potato, zucchini, red pepper, sweet corn and, most improbably, pineapple.

"If you thought a great Cornish pasty was filled with meat, potatoes and other vegs in a crimped pastry, you'd be seriously mistaken, it appears," sniffed the Daily Mail.

"Pasty containing pineapple voted among best in the world," was the incredulous headline in the Daily Telegraph, which called pineapple "among the most controversial and divisive ingredients chefs can add." It went on to report that the runner-up was a "vegan yellow Thai pasty" from a bakery in Cornwall before reminding presumably flummoxed readers that, "in previous years the category has been dominated by traditional British entries." [[Virginia bakers travel 3,000 miles to prove their prowess with a British hand pie](#)]

Read the full article

Pure Pasty Co. (my client) was repeat champion in 2019 and nearly achieved a three-peat in 2020.

Other publicity obtained: [BBC](#) | [The Telegraph](#) | [Huffington Post](#) | [Fox News](#) | [Daily Mail](#) | [NBC4 \(video\)](#)

June 27, 2016

Buffalo Brand Invigoration Group (Buffalo BIG) has formed Buffalo.Agency following its acquisition of the award-winning branding, advertising, design and social agency Sparky's Garage and merger with the data, digital and direct marketing assets of Billy Casper Golf. The formation of Buffalo.Agency follows a two-year, multi-million dollar investment by Billy Casper Golf into building the game's most powerful digital and direct marketing platform. It leverages the millions of first-hand golfer interactions the company observes annually at its more than 150 golf courses nationwide.

Rawle Murdy Acquired

By **Patrick Hoff** @PatHoffCRBJ / 4:32 pm ET • June 6, 2019

Charleston communications firm Rawle Murdy has been acquired by Buffalo.Agency, a marketing company in Washington, D.C., for an undisclosed amount of money. Bruce Murdy, Rawle Murdy president said this is a big step forward for the company. "What was interesting about Buffalo is that they had a very clear vision for growth, and how they're doing it truly appealed to me."

"They had a similar commitment to a really high quality of work," said Kyle Ragsdale, CEO of Buffalo.Agency. "I come from a publisher's background. ... When we approach marketing, it is through the truth, through this philosophy that the best way to engage audiences is through compelling content and content-oriented marketing. And Rawle Murdy has the exact same approach."



Buffalo Acquires 54 Brands

By **Jack Crittenden** / October 8, 2019

Buffalo.Agency completed its third acquisition since spinning off from Billy Casper Golf as a separate company in February. The public relations and marketing company acquired 54 Brands, a marketing and communications company based in Charlotte, North Carolina in September.

"This is an exciting time for Buffalo Groupe and our Companies as we welcome 54 Brands, another like-minded, passionate agency," said Kyle Ragsdale, CEO, Buffalo.Agency. "54 Brands' focus on the B2B sector of the highly fragmented golf industry is complementary to Buffalo.Agency's business. The acquisition not only expands our capabilities, it also moves us closer to achieving our overall vision of connecting brands and lifestyle audiences through the lens of golf with content that drives action."



Buffalo Buys Longitudes Group

By **Stephen Reynolds** / January 15, 2021

Buffalo.Agency has expanded its research capabilities with the acquisition of Longitudes Group, an industry leading sports marketing research and consulting company based in Portland, Oregon. Longitudes Group, a pioneer in geographic-based demographic research in golf, fitness, outdoor sports and travel, is Buffalo.Agency's fourth acquisition.

"Longitudes Group has been leading the way in sports marketing research for nearly 20 years and their passion, philosophy and focus on escape industries made them the perfect addition to Buffalo.Agency and the agencies and media properties in our Collective," said Kyle Ragsdale, Buffalo.Agency CEO.