

(TIMOTHY) ANDREW ODOM

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Digital Marketing Management

Creative Strategy | Customer-Focused Innovation | Social Media Campaigns

Performance-driven leader with 10+ years' experience and a recognized history of propelling strategy to revenue and solving complex problems. Hands-on executive advisor with a belief in transparency and a focus on employee engagement, who creates team cultures to which others gravitate and builds high-performance teams that deliver unparalleled results. Strong foundation of digital marketing knowledge, with the ability to create and maintain an organized, efficient, scalable, and engaging online presence. Direct, authentic style.

**Brand Building | Identity Development | Custom Content | Digital Product Creation
Consumer Insights | Lead Tracking | Engagement | Communication | Large-Group Presentations
Cross-Functional Leadership | People Management | Team Building | Performance Improvement**

PROFESSIONAL EXPERIENCE

Santander Consumer USA, Dallas, TX

March 2013 – Present

DIRECTOR OF DIGITAL MARKETING, 2015 – Present

Promoted to manage all aspects of digital marketing efforts for a team of 6. Implement a comprehensive social media strategy including outbound marketing, customer service initiatives, and HR / recruitment strategies, ensuring a consistent presence across social media, email campaigns, and account management.

- Pioneer the use of paid social ads for the 1st time in company history; spearhead growth and create a consistent online presence across website, social media, paid and unpaid digital advertising
- Design, create, and implement brand strategy, including marketing strategies, cohesive cross-channel campaigns, events, digital marketing, and PR to create brand awareness
- Establish social media as a key factor in branding through ongoing development of fresh marketing creative, social media communications, search engine optimizations (SEO), and dispute resolution
- Manage top-tier accounts, develop vendor relationships, and work collaboratively with key vendors (Adobe, 97th Floor) and department specialists (SEO Coordinator & Analyst, Web Analyst) to analyze performance and identify/recommend performance improvements; saved \$150,000 by reducing vendor redundancy
- Continually benchmark company digital marketing initiatives against industry and current standards, meet with innovative vendors, and pursue for new opportunities

DIGITAL MARKETING MANAGER, 2014 – 2015

Promoted to manage main website SEO and inbound marketing programs. Maintained a full understanding of marketing challenges and competitive landscapes for all company products, services, and markets; reviewed and analyzed performance results through a variety of analytical platforms.

- Oversaw social media efforts (including community management and paid advertising) and creation of various content initiatives, including blog and video content.
- Worked closely with UX team to report issues with user satisfaction on web properties
- Taught, mentored, and developed team members by supporting the learning process, providing constructive feedback, and regularly discussing progress towards goals with direct reports

SEO ANALYST, 2013 – 2014

Managed SEO projects across various sites, brands and keyword spaces. Led projects optimizing company websites and efforts to manage online reputation.

- Partnered with other teams to produce content and marketing like SEM and social media to support overall company goals; used reporting tools (Google Analytics, Moz) to analyze results and identify new opportunities
- Championed SEO best practices, managed relationships with SEO-related vendors, maintained knowledge on recent SEO trends, and executed SEO strategy for the Director of Digital Marketing and SEO consultant

Globe Runner SEO, Lewisville, TX**May 2012 – February 2013***ACCOUNT STRATEGIST*

Developed and managed client online presence via social media platforms like Twitter, Facebook, and LinkedIn. Delivered actionable strategies based on business insights from effective web analytics (Raven Tools, Google AdWords).

- Increased individual client Facebook engagement up to 85% in 1 month, and increased targeted Twitter followers 10% in 1 month for yet another client.
- Developed and managed pay-per-click advertising campaigns; assisted in SEO efforts, involving compiling benchmark reports of website position ranking and determining appropriate KPIs
- Made recommendation for optimizing the performance of digital properties and various marketing programs

SuperMedia, Grapevine, TX**November 2011 – May 2012***ACCOUNT MANAGER – Search Engine Marketing, 2012*

Determined appropriate metrics to measure KPIs, owned and maintained business facing reports and dashboards, and developed requirements for analytic tags, tagging structures, and parameters to support business analysis.

- Aggressively supported Product Owners with outlined methodologies and defined targets
- Delivered actionable insights to businesses through effective web analytics implementation using proprietary tools and Google AdWords
- Made recommendation for optimizing the performance of digital properties and various marketing programs; included analyses, insights, conclusions with all work provided

ACCOUNT MANAGER, SocialEze, 2011 – 2012

Assisted businesses in branding themselves through social media and creating effective marketing strategies to increase brand awareness.

- Managed over 200 Facebook Fan Pages for small- to medium-sized businesses; strategically optimized Fan Pages to increase ROI for businesses and SuperMedia.

35 Denton, Denton, TX**October 2010 – May 2016***DIRECTOR OF SOCIAL MEDIA*

Effectively managed an online community of almost 20,000 followers. Operated social networking accounts like Twitter, Facebook, Foursquare, Pinterest, and Instagram.

- Led campaign to migrate social media followers to an updated Facebook page; created Facebook ad campaign which gained 1,000+ followers in 1 month using half of approved budget
- Implemented online listening stations using Google Alerts and Google Reader to research and track news-related to festival and performers
- Led effort to create mobile program site and curated a podcast series using Audacity and GarageBand

DIGITAL MARKETING TECHNOLOGY

Paid & Organic Social Media | SEO & SEM | CRM | Google Analytics

EDUCATION & CERTIFICATIONS

University of North Texas, Denton, Texas

BACHELOR OF ARTS (B.A.), ENGLISH

Google AdWords Certified