

Mark Garland

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Summary

Innovative and driven marketing professional dedicated to leveraging the power of each marketing modality to help generate maximum growth and exposure for brands. Adept at developing highly strategic, short- and long-term campaigns. Strong communicator with a collaborative and engaging style. A thoughtful leader and mentor, highly analytical, who enjoys problem solving and developing solutions.

Experience

VP of Marketing and Communications

US Data Corporation | Agoura Hills, CA

April 2021 – Current

- Implemented cost-cutting measures and strategic pricing modifications resulting in a 43% increase in gross revenue from 2022 – 2023
- Performed proactive customer engagement strategies and personalized customer service initiatives, achieving an impressive 80% customer retention rate from 2022 – 2024
- Executed keyword strategies that resulted in placing business in SERP 1 position 1 – 5 for many keywords
- Adapted company Google Ads Campaign which resulted in the cost per acquisition being reduced by 66%
- Achieved an uptick in Facebook retargeting that resulted in 52% more engagement

Led company's digital marketing efforts, spanning search, paid ads, display, video, mobile, email marketing, and social. Drove demand generation through aggressively targeted KPI goals. Directed competitive analysis and market research to identify strategic opportunities. Focused heavily on brand awareness, client engagement, and driving expansion.

Director of Marketing

AutoManager, Inc. | Canoga Park, CA

August 2017 – March 2020 (Laid off due to Covid)

- Executed multiple SEO strategies increasing organic conversions by 111%
- Implemented Google Ads strategies creating a PPC conversions increase of 53%
- Fresh content and a new narrative increased trade show conversions by 33% with an overall ROI of 65%
- Was the catalyst for developing the connection between company software and Facebook Marketplace, thereby helping customers sell more used vehicles and increasing the value of the company product

Drove business results by aligning software engineering with designers and customer requirements/requests. Pushed SEM/SEO strategies improving ROI. Maintained high functioning cross-departmental communication. Led reputation management. Created enhanced reporting tools. Supervised collateral, content creation, website, and social media.

Marketing Director

ROMAC Supply | City of Commerce, CA

January 2017 – August 2017

- Made strategic use of email and social media which increased online quote requests by 159%
- Applied numerous SEO techniques to website along with content marketing, increasing organic traffic by 89%

- Well-designed and placed display ads and social media campaigns, along with an updated and refreshed narrative, lifted overall marketing ROI by 33%

Led a unilateral shift in marketing strategies which included a complete overhaul of the website as well as a shift in the company narrative. Handled the implementation of enhanced SEO and SEM. Led direct mail campaigns, updated content, generated new print collateral.

Senior Associate Project Manager | Client Facing Business Analyst

Amgen | Newbury Park, CA

September 2016 – December 2016 (Contract Position)

Directed the project management of 6 different product websites. Engaged in proactive planning and risk mitigation/management to keep deliverables on track. Implemented necessary adjustments to meet the Amgen medical legal review and aligned all stakeholders from kick-off to completion.

Digital Marketing Manager

Northridge Toyota | Northridge, CA

August 2015 – July 2016

- Executed a smart social media and email campaign across all channels which had internet service appointments go up 49% and overall repair orders go up 58% along with a 67% increase in Facebook likes
- Same campaign also saw an increase in 55% new service clients as well as a 110% rise in website visitors

Oversaw the day-to-day operations of the Northridge Toyota marketing department and website. Directed email marketing, radio advertising, social media, and partner/vendor marketing. Supervised vendor relationships such as LA Times, Telemundo, Time Warner, and Northridge Mall. Created monthly initiatives, contests, and content.

Director of Marketing & Sales

Aglaia Software, Inc. | Calabasas, CA

May 2009 – June 2015

- Created a new brand narrative, with product highlights, and costs, for an internet startup, which saw gross revenue skyrocket by 250% after first year while conversions mushroomed over 100% year-over-year
- Organic traffic kept growing year-over-year for 5 years and software support renewal reached 70%

Aglaia Software was an internet start-up that required all content, procedures, vision, etc. to be created by me. From the website, content, narrative, selling methodology, to the branding, all areas were led by me. Directed all SEO and SEM. Supervised initiatives and direct mail. Oversaw customer service.

Education

Bachelor of Arts in English, Creative Writing

California State University Northridge | Northridge, CA

Core Competencies

Digital Marketing, Google Ads & Bing Ads, Email Marketing, SEO & SEM, Analytical Skills, Communication Skills, Video Marketing, Content Marketing, Public Relations, Project Management, Influencer Marketing, Marketing Automation, Negotiation, Brand Management, Windows Suite, Adobe Photoshop, WordPress, Social Media, Emerging Technology