

WESLEY CLOCK

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SUMMARY

Growth marketing professional and entrepreneur with over 10 years of experience leading digital strategy and delivering revenue-generating marketing programs. History of transforming marketing operations for global organizations through process restructuring, staff training, and thought leadership. Broad-based technical background in HTML/CSS, tracking, email automation, list segmentation, SMS campaigns, social media automation, and automation system architecture.

EXPERIENCE

2016 – Present

Execute.LA

Los Angeles, CA

Co-Founder

Acquired by Hawke Media

- Co-founded the marketing arm of Amplify.LA, Execute.LA, a growth marketing agency that provides custom-built systems and strategies leveraging data to optimize resource allocation and ROI on clients' marketing plans
- Developed a first-of-kind digital marketing framework that could be applied to all incoming projects by organizing tracked data into pre-set categories determined by clients end goal, allowing for data to quickly and accurately iterate on ads, copy, creative and segmentation, and facilitates testing to find optimal approach for any and all campaigns
- Surpass industry average for warm and cold emails by 100% to 340% and click-through rates by 1300% through management of email subject, copy, design, code, list segmentation, and sending
- Worked with a client in achieving a 70% reduction in Facebook installation costs and 46% reduction in cost per acquisition through ad creative management, budget management, and performance optimization
- Organized a national giveaway contest on behalf of SelvaRey Rum and Bruno Mars, creating strategy for email drip campaigns, social media, and contest entry forms while implementing tactics to track and capture user demographic and behavior data for use in remarketing efforts

2014 – 2016

Independent Growth Marketing Consultant

Austin, TX

- Provided consulting services to e-commerce and software/app development companies regarding growth marketing, social media strategy, and content creation, as well as analytics tools management and reporting
- Met with clients to discuss business objectives and outline strategy for bridging gaps in internal operations and procedures, implementing new programs, or for professional team development services

2013 – 2014

ThoughtWorks

Austin, TX

Social Media Team Manager, Global Team

- Selected to lead a global social media communications initiative to streamline messaging across all social media properties of a software solutions company, working with a team of 22 culturally diverse employees located in 12 countries
- Created a toolkit of critical assets for social media team, including style guides, social media playbook, and samples to establish a unified voice and message across all external communications
- Redesigned and implemented new social media strategies, programs, and best practices, facilitating change management and training for existing staff to generate consensus and a culture of collaboration among teams
- Closed duplicate social accounts and organized team under one social identity, contributing to an audience growth from 2,750 to over 100K within the first year
- Implemented a three-month training program and helped build internal thought leadership through multi-part blog posts, e-books, and live QA discussions via Google Hangouts which have amassed over 131K views
- Taught senior and entry-level candidates campaign strategy, keyword listening, tracking, and data analytics relevant to their particular product/services

2012 – 2013

ThoughtWorks Studios

Austin, TX

Social Media & Community Manager

- Established business presence across social media channels for three product divisions (blog, Twitter, Facebook, LinkedIn, YouTube, Google+) through the implementation of strategic communication and social media plans, leveraging campaign results, competitor insights, and mined data to optimize visibility and drive growth
- Leveraged Google Analytics, Sprout Social, and UTM parameters to track and measure content performance, cohort analysis to research audience segmentation, and data mining to improve strategy and achieve optimal conversion rates through A/B testing and advanced segmentation

2010 – 2012

Workhorse Marketing

Austin, TX

Senior Interactive Designer & Social Media Consultant

- Consulted with the company CEO of a full-service branding, marketing, and advertising agency on the development and launch of value-added services to drive recurring monthly revenue
- Designed a social media add-on package as an upsell to email marketing services, leading to the company's transition from one-time client engagements to establishing long-term relationships and key accounts which resulted in recurring and revolving revenue
- Built the company's first dedicated social media team with direct responsibility for recruiting, hiring, onboarding, and training talent to manage and grow services offered
- Created benchmarks to gather/analyze data to inform company-wide decision using Google Analytics and UTM schema approach, allowing for quick data categorization based on client goals to optimize ROI

2009 – 2010

Golfsmith

Austin, TX

Social Media Manager & Interactive Designer

- Led social media strategy and content development for 70+ retail locations of a big box golf specialty retailer
- Harnessed live analytics reporting to drive and revise web strategy, monitoring market trends to launch product promotions, sales, or simply rearrange homepage layouts based on industry trends
- Collaborated with the email marketing team on the design of user-friendly and responsive email ads by contributing code to optimize content rendering across multiple web and mobile platforms

2008 – 2009

T3

Austin, TX

Interactive Designer

- Conceptualized and designed engaging content in the form of banner ads, email campaigns, and other graphics for many enterprise clients of an Austin based advertising agency, working with clients such as JP Morgan Chase Bank and JC Penney
- Created hundreds of banners and emails using client briefs and pre-approved creative assets, collaborating with client account representatives on revisions as needed

EDUCATION & CERTIFICATIONS

Millsaps College

Jackson, MS

Bachelor of Business Administration, Business Management (2005)

The Creative Circus, Art Direction and Design Certification; 2-year program (2007)

Digital Bootcamp, HTML and CSS (2007)

Rich Media Institute, 3D Rendering and Design (2007)