

WILLIAM SLOVER

VP of Digital Marketing

With over two decades of experience in marketing and executive management, I possess a robust background in developing and executing successful marketing strategies. I have a proven track record of directing cross-functional teams and departments, delivering outstanding results. My expertise in strategic campaign building, market analytics, and insights has enabled me to create effective marketing plans and achieve ambitious growth targets. As a seasoned executive, I possess exceptional leadership skills and the ability to identify and implement new operational processes that enhance productivity and improve ROI. I am a results-driven professional who excels at analyzing data and developing innovative solutions that drive revenue growth.

WORK EXPERIENCE

Vice President, Digital Marketing

2018 – Present

Oglethorpe INC (Healthcare) Tampa, FL

Direct Digital Marketing management and team for 9 behavioral health & addiction recovery facilities from the corporate level

- Lead a cross-functional team of 12 ranging from entry-level to V.P. of operations, and closely collaborated with business development, data analysis, operations, and marketing teams.
- Conducted workload assessments and devised new operational processes that led to a 40% increase in productivity.
- Created and implemented Google AdWords strategy; increased patient acquisitions by 30% and decreased cost per acquisition by 50%
- Surpassed annual growth target by 25-35% for 3 consecutive years.
- Led a three-member cross-functional team to implement a new CRM system; used by 80+ employees nationally.
- Hired and trained a team of twelve employees with two direct reports; promoted 6 months ahead of schedule.
- Led complete redesign of website(s) with findings from patient segmentation and competitive research, broadening website leads by 450%
- Guided team of three overseeing all aspects of social media strategy, increasing Facebook following by 2x and Instagram following by 5x
- Achieved \$80K reduction in department overspending by establishing ROI metrics and budget controls to improve prioritization of the \$1MM department budget.
- Analyzed advertising and distribution data and identified seasonal trends and white space by integrating consumer insights; recommended strategic changes in the marketing plan to C-suite executives, reversing sales slump (+15.5%).
- Grew online patient acquisition by 35% by optimizing marketing budget allocation.

CONTACT

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SKILLS

Digital Marketing

- Digital Strategy
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Marketing Strategy
- Content Marketing
- Lead Generation
- Social Media Marketing

Techniques:

- A/B Testing
- Recommendation Engines
- Customer Segmentation Analysis

Tools and Frameworks:

- Marketing funnel
- Basecamp
- Clickup
- HubSpot
- KIPU

Apps:

- Microsoft Word
- Excel
- PowerPoint
- Outlook
- Adobe CS

CERTIFICATIONS

Rutgers Business School

2022 Newark, NJ

Mini-MBA: Digital Marketing Certification

Market Research Analyst

- Google Analytics
- Business Math
- Business Writing
- Listening Skills
- Sales Concepts (US)
- Marketing Concepts
- Market Research
- MS Excel
- Presentation Skills
- Marketing Strategy

Digital Marketing Director

2016 - 2018

NDA (E-commerce) Spring Hill, FL

- Launched a complete redesign of the website with findings from customer segmentation and competitive research, improving website leads by 200%.
- Overhauled the company's website by maximizing graphics usage by 50% and mobile responsiveness by 100%; generated 70% more leads via email capture forms, and reduced bounce rate by 20%.
- Analyzed \$10MM of monthly marketing spend data to optimize audience, creative, and copy of campaigns; escalated conversion by 12% MoM and lessened cost per acquisition by 35%
- Initiated and managed relationships with key enterprise customers; wrote and executed a business plan that resulted in 120% (\$12MM) growth in division revenue over 2 years.
- Generated 12,000 unique users, 30,000 page views, and 20,000+ newsletter registrations in 16 weeks by leveraging social media advertising (Facebook, Pinterest, TikTok, and Instagram).
- Created and Deployed Google AdWords strategy; improved customer acquisitions by 40% and shrunk the cost per acquisition by 40%.
- Reduced enrollment drop-offs from 65% to 15%, expanded user engagement by 40%, and boosted content generation by 15%, through a combination of user interviews and A/B-testing-driven product flow optimization.
- Collaborated with the content team to optimize on-page elements, such as meta descriptions and header tags, leading to a 50% increase in website dwell time.

Web Services Manager

2013 – 2016

INDIVO (Agency) Apollo Beach, FL

Project Manager

2012 – 2013

Mark My Words Media (Agency) Treasure Island, FL

Senior Web Developer

2010 – 2012

M Studio Design and Marketing (Agency) Asbury Park, NJ

Web Production Manager, Technical Lead

2000 – 2006

NorthStar Travel Media LLC (Publishing) Secaucus, NJ

- Played a crucial role in transitioning print products to digital.
- Oversaw various corporate web products, email, newsletter, and banner marketing.
- Coordinated with outside vendors and outsourced companies.

Project Manager

- Managing People (U.S.)
- Written English
- Business Math
- Business Writing
- Listening Skills
- Presentation Skills
- Market Research
- MS Excel 2012 Fundamentals
- Project Management
- Marketing Strategy

Web (BCIP)

- Joomla 3 Developer
- Web Design Concepts
- MS FrontPage 2000
- CSS
- HTML 5.0
- HTML 4.0
- Adobe CS

ENTREPRENEURSHIP

- Launched two social media-type websites both with successful exits.

PROJECTS

- Painresource.com and Pain Resource Community are side projects spearheaded for the current ownership at Oglethorpe INC

OTHER

- WordPress management
- Continual education
- Currently studying AI