

I INTUITIVELY COMBINE MARKETING AND TECHNOLOGY

A marketing executive experienced in end-to-end ecosystem of the customer's journey. Technically savvy, with the ability to bridge both the technical and marketing aspects of all digital initiatives.

Exceptional combination of leadership, personal and marketing skills with an eye for creativity. Successfully managed many teams throughout my career with over 20 years of interactive, digital marketing, and management experience.



STRATEGY

Driven by Data & Insights
Identify Goals
Paint the Big Picture
Execution
Measure & Optimize



LEADERSHIP

Identify Top Talent
Nurture & Develop
Positivity
Individualization
Empathy



EXECUTION AND TACTICS

- Digital Display Advertising
- Email Marketing and Deliverability
- Social Media
- Paid Social
- Online Reputation Management
- Local and Organic SEO
- Online Directories (Yelp, GMB)
- SEM / Gmail Advertising
- Ecommerce
- Google Analytics
- Video Production and Advertising
- Brand Management
- Lead Generation
- User Experience and Wire Framing
- App Development
- Web Design and Development
- Reporting and Analytics
- Content Strategy
- Digital and Campaign Strategy
- Go-to-Market Planning and Strategy



EXPERIENCE

Director of Digital Strategy - Aug 2017 to Feb 2020

Luby's / Fuddruckers Restaurants

Took the company from traditional marketing tactics to a fully integrated digital marketing organization, leading to YOY growth through online sales, geo-targeting to increase foot traffic and a social strategy that increased loyalty and brand love.

- Strong social strategy focusing on authentic, high-quality, photography and community management.
- Digital advertising including display, SEM, Gmail, social, and YouTube using various programmatic platforms.
- Improved web experience to focus on revenue driving CTAs such as ordering, catering, and group dining.
- Local and organic SEO that ensured placement in the coveted Google 3-pack.
- Online Reputation Management strategy with specific goals that ultimately lead to winning back guests and increasing Local SEO rank.
- Email marketing that drove foot traffic and focused on increasing deliverability (keeping out of spam) and acquisition of new club members.
- Robust reporting and analytics dashboard for the entire digital practice.

Highlights

- Developed Luby's Holiday digital strategy which led to an online sales **increase of 22% YOY** for 3 consecutive years
- Always-on campaigns led to Luby's strongest quarter in 4 years, **up 2.2% YOY** while the industry reported -5%
- Increased community engagement on social channels by **500%**

Director of Digital Strategy, Business Development - Aug 2016 to Aug 2017

ELL Creative

- Developed the agency's digital marketing offering and consulted with leading energy, investment, and manufacturing companies on digital strategy.
- Digital strategies defined the audience, goals, campaigns, social and detailed execution.
- SEO strategies consistently led to vastly improved search performance, bringing one major energy company from being unranked to consistent top 3 results.
- Landed various new accounts including WordPress resulting in an end to end brand campaign anchored in three hero TV spots and a surrounding digital experience. This was the company's largest project to date at time of signing.

Highlights

- Consulted on major national digital campaigns and execution with industry leading brands
- Increased Google Search results for these brands **outranking competitors**

Digital Marketing Manager - Jun 2013 to Aug 2016

Weatherford

- Defined the company's digital strategy and roadmap which included integration with Salesforce and an easy to find contact form on each page. This practice generated 400+ leads per month.
- Provided a go-to-market digital strategy for the global business units. This included guidance for content, social, video, SEO, SEM, internal communications, email automation, target audience, KPIs and budget thresholds.
- Designed and developed a consistent global metrics dashboard for executives that included all digital and social analytics, trends and benchmarks on performance over time.
- Developed Weatherford's social strategy, guidelines and best practices. This strategy included insights, analytics, paid media, KPIs and tactics for social marketing on Twitter, Facebook, and LinkedIn.
- Managed the launch of the new Weatherford.com corporate site.

Highlights

- Increased web traffic **225%**
- SEO strategy consistently ranked product pages in the **top 3 positions on Google search**
- **500% more engagement** on social than competitors

HP Account Director - Oct 2006 to Jun 2013

IDEA

Given my experience at HP and my extensive knowledge in digital was brought into the agency to manage the HP account. Grew the account up to 25% year over year by identifying key opportunities to enhance HP's digital presence including their transition from text to video content and digital tools to simplify the customer experience. Projects ranged from end to end corporate campaigns, re-brandings, user testing, video and social media.

Established new areas of expertise within the agency including social media, mobile and app strategies, and video and 3D production.

Highlights

- Established new areas of expertise for the agency that resulted in expanded capabilities and financial growth
- Top sales for all interactive and video projects

Worldwide Business Manager, Digital Marketing - Jan 2001 to Oct 2006

HP

Developed HP's global web strategy, bringing consistent look and feel to country sites and a seamless deployment process.

Sr. Editor In Chief/HP.com owner

Senior lead for HP.com, overseeing new web projects, deployments, hosting platforms, overarching brand standards and accessibility.

IT Operations Manager

Managed IT projects including data center migrations, new server environment creations, hardware consolidation, server outages and escalations. Established ownership and accountability model for maintaining up to 80 servers ensuring downtime was kept below .001%.



Director, Web Development - 1999 to 2001

IDEA

Established and led the Web Practice at a digital agency during the dot com boom. Built an organization of fifty employees including management and individual contributors, developed processes and integrated how the new team fit into the existing agency structure and offerings.

Created first-ever web experiences for Fortune 100 clients, including Compaq and Exxon.

Web Developer - 1996 to 1999

Compaq / HP

Led the creation and development of online support tools for call center employees and customer troubleshooting, reducing call center handle time by up to 2 minutes, saving millions of dollars annually.

Received the Compaq Presidents Award from the CEO.

Merchandise Manager - 1995 to 1996

Egghead Software

Store Manager - 1990 to 1995

Software, Etc. (Now known as GameStop)

EDUCATION



University of Texas at Arlington - 1991 to 1993

Studied Psychology

Blinn College - 1994 to 1995

Studied Sociology

ACTOR, WORLD TRAVELER, NATIONAL PARK ENTHUSIAST

Exploring the world as I can, drone in hand. I enjoy acting as a hobby and have starred in a shortfilm as well as several commercials. An avid Star Wars fan, I was once interviewed by a local news channel as "Houston's Biggest Star Wars Fan". However, my passion has since moved to US National Parks as I now manage BigBendGuide.com. At night, you'll often catch me photographing the stars.

MY DIGITAL BEGINNINGS

In the late 90s, people picked up strange new habits like emailing, chatting, even file sharing. But these were old tricks to me as I started my own electronic Bulletin Board System (BBS) back in '87. Ten years later, I started developing web sites, which led to my career in digital marketing.

A FEW THINGS PEOPLE ARE SAYING ABOUT ME

Adam is a rare breed – a digital marketing expert who understands big-picture business strategy, how to execute digital tactically to meet those ends, and how to explain complex digital marketing programs to a variety of audiences (Boards of Directors, executives, franchisees, company meetings, new marketers who are just getting up to speed on digital...). Adam brought Luby's and Fuddrucker's restaurants into the digital age with a variety of programs and vendors that raised our game on social media, digital advertising, e-mail marketing, web presence, online ordering and many more projects. As his manager, I especially appreciated Adam's strong communications skills, sense of urgency, willingness to listen and flexibility in reevaluating plans based on changing needs. Adam also did a terrific job managing and mentoring his direct report, giving her opportunities to grow by owning specific high-profile projects and relationships. He's a strong performer with great teamwork and people skills. He has a relentlessly positive attitude and exudes a calm and a confidence that puts everyone at ease, even during high-pressure situations. I was delighted to have Adam on my team and would gladly hire him again.

Dave Greenberg, VP Marketing Luby's
The guy that brought us the BACONATOR!

Of course Adam checks all of the boxes one would expect of a digital marketing practitioner: social, paid, earned, organic, multi-channel, ESP, automation, web... but these are just tactics. Adam's magic combines a sophisticated digital design aesthetic with knowing how and when to use the tools in his kit. He proved his strategic marketing mastery through the establishment of the digital marketing program and the website redesign at Weatherford. Adam also possesses the uncanny ability to speak "tech", so he's keenly able to bridge the gap with developers to execute tech-dependent marketing strategy, invaluable moving complex projects forward. Beyond digital, always poised and collected, Adam is reliably the voice of reason and rationale. Paired with his expertise, dedication, and exuberance, Adam is a sage, natural leader offering guidance and garnering respect at all levels. I consider myself lucky to have worked with Adam.

David Musso, Creative Director Weatherford