

DARRELL RITCHIE

DIGITAL MARKETING PROFESSIONAL

CONTACT

darrell@purplemountainmarketing.com
(303) 875-2587
327 Francis Street
Longmont, CO 80501

EDUCATION

University of Colorado - Boulder
Boulder, CO
Completed coursework towards
Computer Science & Math—Jun 1994

CERTIFICATIONS

- › Facebook Certified Digital Marketer
- › Conversant Trainer
- › The Journey Facilitator
- › Avatar Master

REFERENCES

Rob Smith — Colleague
Application Development Manager
Microsoft
(303) 898-2196
bob-o-smith@msn.com

Michele King — Client
CEO
RhinoTrax Construction
(303) 682-9906
michele@rhinotrax.com

SUMMARY

I'm a results-oriented professional with 16 years of experience and proven knowledge of campaign management, product launches, and direct response marketing. I seek to leverage my skills and experience to successfully fill the **Head of Online Marketing** role at **Lead Out Loud, Inc.**

EXPERIENCE

Digital Marketing Consultant

Darrell Ritchie, Longmont, CO Jan 2006 - Now

- › successfully launched a book and course on sustainability
- › designed built mobile application for dog owners
- › team member of \$6.7 million in 12 days using a mobile wallet
- › successful launch of an online program for Childcare Educators (2000% ROI)
- › Facebook Developer Circle Lead

CEO

Rocky Mountain Joe's Cafe, Boulder, CO Apr 1995 - Jul 2004

I was the owner and operator of 3 local restaurants.

- › \$1.4 million in annual revenue
- › Staffing of 100 people
- › Marketing
- › HR
- › Ordering
- › AR/AP

ADDITIONAL SKILLS

- › Facebook Digital Marketing
- › Facebook Ads
- › Youtube Channels
- › Youtube Ads
- › Twitter
- › Pinterest
- › Instagram
- › LinkedIn
- › Social Media Marketing
- › Video Scripting, Filming, Editing
- › Mobile Applications
- › Chatbots
- › Conversational Marketing
- › Email Marketing
- › SEM
- › SEO
- › Online Challenges
- › Copywriting
- › Website Design, Build & Manage
- › Funnels
- › E-commerce
- › Memberships
- › Infusionsoft (Keap)
- › Course Creation
- › Content Creation & Distribution
- › Launches
- › Project Management
- › Basic Graphic Design
- › Omni-channel Marketing

HR

Sonia Ricotti / Lead Out Loud

Dear Sonia,

Thank you for the opportunity to apply for the **Head of Online Marketing** role at **Lead Out Loud**.

You're looking for a candidate that is highly familiar with the responsibilities you outlined for the position and can perform them confidently. Given these requirements, I am sure that I can do the job adeptly and fulfill the above expectations successfully.

I am a results-oriented professional who has been consistently praised as detail-oriented by my co-workers and management. Throughout my 15-year career, I've developed a skill set directly relevant to the **Head of Online Marketing** role you are hiring for, including campaign management, direct response marketing, and product launch.

Overall, I have consistently demonstrated analytical, leadership, and problem-solving abilities in every aspect of my digital marketing consultant role.

#1: Why do you want to be a part of our team

I want to be part of a company that positively impacts people's lives and the world. The world needs lots of positivity right now! I believe your core message of being Unsinkable speaks to the human spirit. People need to hear the "Bounce Back" message and access the tools to help them.

#2: Why do you think you'd be great for this position

I believe in your company's mission. I am passionate about helping others live their best life. I have the technical ability, the marketing ability, and the people ability to help you reach more people, make a more significant impact and generate more money.

#3: Your favorite job you've ever had and what you loved about it

Restaurant manager: The high stress, the get it done now attitude, and the people (customers, staff, and vendors).

#4: Your least favorite job you've ever had and what you didn't like about it.

It would be my position as a Restaurant manager and the hours required. This position easily slips into a permanent schedule of 12-15 hour days, six days per week. This career path can eat up your life. (no pun intended :-)

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#5: Examples of successful marketing campaigns (and/or affiliate launches) that you have led and what your level of involvement was

A — Knowledge Blueprint Brokers Launch — \$3 million in sales in the first hour.

I was a team member in a consultative position. Though my role here was small, It was an excellent opportunity to orchestrate an omnichannel approach using Messenger and mobile wallet in conjunction with Facebook ads, email, and social channels.

B — Online Course Creator — \$18,000 in sales in 2 weeks with \$1,000 ad spend.

This project required all-hands-on-deck. Landing page, copy, offer creation, backend sales offer, membership site edits, Facebook ad creation, and campaign management. I had four weeks from start to finish on this project.

C — Mobile application for dog owners. (a Facebook for pet owners)

Designed and built a fantastic app for pet owners. This app allowed their pets to have pet friends, set up playdates at local parks, see who was at local parks, find pet-friendly businesses, and access vets. Each pet had a profile and could add friends, message friends, share photos. The client never went live with the project :-)

This project was a great experience in thinking outside the box.

I am looking forward to working with an established professional who is a leader in their field. My passion for helping individuals build their dream companies has led me to work with many start-up companies. Working with them is fulfilling, however many start-ups don't have proper funding, which prevents them from achieving their fullest potential.

Best regards,
Darrell Ritchie