

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