

# Ty Weaver

Houston, TX | (713) 542-9302

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- Analytical, solutions-focused leader with over 13 years of experience leading marketing teams driving extensive and sustainable growth.
- Skilled at data-driven decision making using analytics and metrics, adapting to fast-paced, changing environments while collaborating with cross-functional teams and senior management to meet business objectives.

## Areas of Expertise

- ✓ Digital Marketing Leadership
- ✓ Technology Integrations
- ✓ Building Relationships
- ✓ Content Development
- ✓ Search Engine Optimization (SEO)
- ✓ eCommerce
- ✓ Analytics
- ✓ Project Management
- ✓ Marketing Automation
- ✓ Full-Cycle Reporting
- ✓ Web Design
- ✓ Advertising Campaigns

**Technical Proficiencies:** Marketo, Sitecore, DOMO, NetSuite, HTML, CSS, eCommerce, Google Analytics, Google AdWords, WordPress, ON24 – Webinars

## PROFESSIONAL EXPERIENCE

**Argus Media** • Houston, TX • November 2016 – Present

*Leading independent price reporting agency for the energy and commodity markets.*

### Digital Marketing Manager

Direct an end-to-end marketing team generating leads, tracking sales metrics, and ensuring increased global sales. Monitor and strengthen relationships with key stakeholders to improve company revenue. Unveil and maintain the company website and marketing automation platform. Manage video content development for social channels. Recruit and hire digital marketing team members to increase headcount. Organize more than 60 webinars annually ensuring improved annual metrics and exceeding benchmarks. Create marketing nurture campaigns for services across 12 markets. Develop marketing strategies for bi-directional synchronization with global CRM.

#### Key Achievements:

- Improved internal marketing process creating better strategic processes through reorganization of the digital marketing team.
- Introduced and developed custom storage for customer subscription data, offline conference data, and webinar activities.
- Enhanced process documentation and improved training for marketing platforms by developing internal websites and knowledge bases.
- Presented and launched a global automation process using business intelligence tools for campaign reporting.

**Insperty** • Houston, TX • August 2011 – November 2016

*A top-tier professional employer organization that helps companies by easing their HR and administrative challenges.*

### Product Marketing Specialist

Managed marketing campaigns using a marketing automation tool and CRM integration for sales of SAAS and desktop applications. Oversaw lifecycle management working collaboratively with the sales team to monitor sales metrics and develop improvements for the marketing and sales funnel. Tracked leads, sales, site visits, and conversions to analyze performance and report to management; updated the marketing campaign, products, processes, and demographics based on results.

#### Key Achievements:

- Spearheaded development of all media content including websites, landing pages, emails, white papers, web casts, webinars, online ads, and case studies; oversaw creative processes to increase conversion rates.
- Qualified sales leads and data segmentations guiding the team through the buying cycle on geographical, industry, and business segments.
- Strengthened the customer experience by troubleshooting errors in collaboration with the back-office team during CRM integration.
- Led the strategy and planning of the auto-provisioning process for SaaS trials and purchases, ensuring each trial provisioned was a seamless no-touch experience for users requesting access to the product.

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**BAUER-Pileco** • Houston, TX • April 2010 – August 2011

*World market leader in the development and manufacture of specialist foundation engineering and mining equipment.*

## Marketing Specialist

Oversaw marketing and branding while tracking internal and external market data. Used multiple marketing channels to ensure maximum company exposure including social media, trade shows, and website marketing. Developed cross-media campaigns tracking click-through rates, call-to-action strategies, and sales lead conversions.

### Key Achievements:

- Boosted website traffic 200% using social media, improving multimedia content, updating the site menu layout, and using analytics to monitor traffic.
- Skyrocketed Facebook page membership 300%, updated YouTube content, and added LinkedIn company and group pages.
- Accelerated trade show leads by up to 300% using pre-show promotions, customer private parties, and non-user prospects.
- Maximized advertising spending using free promotional content and better ad layouts while negotiating lower ad pricing.

**Metals USA** • Houston, TX • June 2007 – April 2010

*Industry leading metal service centers providing customer-partners with quality processed carbon steel, stainless steel, aluminum, red metals, and manufactured metal components and expert engineering services.*

## Marketing Communications Specialist

Executed strategic marketing plans in the United States and Canada for national advertising campaigns. Coordinated trade shows and events. Copy wrote and edited content; created and monitored technical product information.

### Key Achievements:

- Utilized industry best practices to facilitate online marketing, collateral database, and distribution.
- Organized videos and post-production ensuring accuracy and efficiency.

**Employer Support Services** • Houston, TX • January 2005 – June 2007

*Provider of Payroll, COBRA, Cafeteria, Benefits, Workers' Compensation, and Human Resource administrative services.*

## Communications Specialist

Collaborated with a cross-functional team including certifying scientists, laboratory directors, administrative management, and the sales team. Prepared written correspondence to educate on substance abuse testing. Ensured compliance with regulatory policies.

### Key Achievements:

- Cultivated relationships with members of the community to build positive Public Relations (PR) with city leaders, government officials, and non-profit organizations.

## SPECIAL PROJECTS

- Increased webstore sales by 20% and lead generation for SaaS products by 300% with a website redesign.
- Implemented segmentation requirements for real-time personalization and data appending to increase efficiency.
- Raised product usage acceptance in trials and gained a 99% success rate in auto-provisioning with new process development.
- Led marketing collateral updates and played a key role on a collaborative team to launch seven software applications for upgrade paths to existing customers.

## EDUCATION

**Bachelor of Arts, Mass Communications**, Oklahoma City University