

MARTY MCGEE

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OBJECTIVE | Seeking a Web Developer & Digital Marketer position with a growing company, implementing my 20+ years of experience as a Web Development & Marketing Consultant for over 100 projects.

SKILLS & ABILITIES | Expert in Project Management, Gardening, Digital Marketing, HubSpot Inbound Marketing & Sales, Social Media, Lead Generation, WordPress, PHP, jQuery, SQL, HTML, CSS, Photoshop, PC+Mac Hardware, QuickBooks, Google Suite, MS Office, CRM, Email List Management, and Human Communication.

EXPERIENCE | **DIRECTOR OF MARKETING, COMPANY JUICE, LLC**
JANUARY 2012 – PRESENT

- Web app dev and project management for HubSpot-certified Inbound Marketing & Sales agency.
- Lead teams of agile test-driven developers for web service software, WordPress, and Shopify sites.
- Manage digital marketing and branding campaigns from planning stages to production operations.
- Teach managers and clients to improve marketing success using Inbound and ABM methodologies.
- Improve revenue by analyzing and refining production processes and targeting qualified audiences.

DIGITAL MARKETING DIRECTOR, MENDOCINO FILM FESTIVAL, INC
FEBRUARY 2017 – JUNE 2017

- Led digital marketing initiatives for a major film, food, and wine event on the Mendocino Coast using Facebook Business Manager, WordPress, AirTable DB, MailChimp, Google Docs, Google Analytics.
- Generated 286% ROI for entire digital marketing budget: 100 Facebook, Google AdWords campaigns.
- Helped improve organization's website design, content, and online ticket sales infrastructure.
- Produced unique media and text content for daily social media interaction and brand awareness.
- Grew Facebook and Instagram followers by 25%. Grew overall website traffic by 15%.

DIRECTOR OF OPERATIONS, CLINFOSOURCE, INC
JANUARY 2012 – SEPTEMBER 2013

- Digital Marketing for company that trains and certifies site personnel and clinical research organizations (CROs) for GCP Compliance in medical drug and device clinical trials.
- Managed day-to-day online business operations, website development, online marketing, global sales, social media growth, project management, and customer service.
- Focus on marketing brand identity, website traffic, website UI, advertising revenue, and statistics.

SENIOR WEB DEVELOPER, CRUISER CUSTOMIZING, INC
JANUARY 2009 – DECEMBER 2011

- Led team of 3-5 developers in ColdFusion, MS SQL, JavaScript, jQuery, HTML, CSS, Apache, Tomcat.
- Responsible for web application architecture, planning, documentation, development, testing, and controlled production code releases for 5 public websites and 3 private network apps on 20+ servers.
- Hardware, software, networking, telephony support for 40 PC + Mac users.

EDUCATION | **LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES, CALIFORNIA**
BACHELOR OF ARTS – COMMUNICATION STUDIES – GPA: 3.83 – CUM LAUDE

Nominated and featured in yearbook for student body excellence. Internship at major audio recording and mixing studio in LA. Worked as Studio Technician I for university. Active T.A. class instructor for Pro Tools and Final Cut Pro multimedia editing.

- COMMUNICATION** | I practice effective Human Communication at all levels of my personal and professional life. For twenty years, I have worked closely with over 200 hi-level entrepreneurs, directors, managers to help translate ideas and models into working, revenue-generating machines. Communication is our key to success.
- LEADERSHIP** | I'm a natural leader and productive team member, primarily working with boards, owners, and managers. We are always working within a team, each leading our own progressive agendas and maintaining healthy communication and expectations. I can be looked upon to help solve problems and fulfill delegated tasks.
- INTERESTS & ACTIVITIES** | I am an active enthusiast of gardening, mini-farming, zoology, hiking, backpacking, camping, world travel, cooking, baking, golf, futbol, trail maintenance, forestry, tourism, social media, ice cream, and great food.
- SOCIAL MEDIA** | Facebook: <https://www.facebook.com/mcgee.marty>
Instagram: <https://www.instagram.com/marty.mcgee>
LinkedIn: <https://www.linkedin.com/in/martymcgee>
Twitter: <https://twitter.com/martymcgee>
- REFERENCES** | **AMY WYNN, PRESIDENT & PRINCIPAL PLANNER**
WYNN COASTAL PLANNING, INC
707-813-8474 | amy@wcplan.com
- CARL VANDERPAL, MARKETING DIRECTOR**
INT'L FREE ENTERPRISE MARKETING, INC
850-391-1487 | carlvanderpal@freeenterprise.com.au
- JORDAN YARBROUGH, PRESIDENT**
NEW PARADIGM INVESTMENTS, INC
916-899-7283 | jordan@jordanrepartners.com
- KIRK LA SALA, PRESIDENT**
HIGH ACHIEVER'S PLAYBOOK, INC
925-708-3391 | kirklasala@gmail.com
- KYLE BRADSHAW, PRESIDENT**
MOTO TOOL ROLL, LLC
925-583-2229 | manybikes@gmail.com
- MICHAEL FOX, EXECUTIVE DIRECTOR**
MENDOCINO FILM FESTIVAL, INC
713-826-7375 | michael@mendocinofilmfestival.org
- ASHWIN RANGANATHAN, MARKETING DIRECTOR**
CLINFOSOURCE, INC
925-819-0375 | aranganathan@clinfosource.com
- PATRICK MCGINNIS, PROJECT MANAGER**
SALESFORCE.COM INC
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