

Ross H. Clurman

Objective

Secure a marketing management position within an organization seeking to leverage limitless versatility, ambition, creativity, and innovative ideas.

Experience

12/08 - Present

TWG (acquisition of Zoom IM)

Austin, TX

Director of Marketing

- Fundamental player in growing annual sales revenue by at least 25%, year-over-year
- Supervise business development and lead generation activities, some campaigns with a 65% ROI
- Consult clients on campaign strategies, helping increase response rates by 65%
- Develop a comprehensive marketing plan and manage all inbound and outbound marketing efforts
- Define the criteria and maintain a model for effectively targeting, scoring, and assigning leads
- Administer CRM solution, and support sales teams with training, webinars, and marketing collateral
- Maintain company websites, social media profiles, and plan/manage all corporate events
- Assist in developing software requirements and specifications for online and mobile solutions

02/07 - 12/08

Zoom Interactive Marketing

Kansas City, MO

Founding Partner

- Defined our brand identity and helped grow sales revenue by 75%
- Helped establish and maintain relationships with over 70 client accounts
- Conceptualized and co-created the industry-standard SMS response system for direct marketing
- Developed the information architecture of a client-facing lead tracking and management system
- Managed internal teams and all product development, project management, and marketing initiatives

06/05 - 02/07

PlattForm Advertising

Olathe, KS

Interactive Account Executive

- Initiated feature requests leading to an increase in conversion rates by 25%
- Managed a \$500k/month marketing budget for the agency's largest client accounts
- Audited our lead management system, identifying opportunities to optimize advertising efforts
- Increased the synergy of traditional and non-traditional advertising efforts
- Presented campaign performance and analytics reports to executives and department managers

Education

08/07 - 08/08

University of Missouri, Kansas City

Kansas City, MO

- MBA courses in Entrepreneurship and Innovation
- Recognition for one of the most successful, student-led businesses

08/01 - 05/05

Kansas State University

Manhattan, KS

- BS in Advertising with an outside concentration in Marketing

Goals

- Continually optimize the marketing plan and strategies to increase effectiveness and efficiency
- Create remarkable, results-driven marketing – remaining focused on optimizing ROI
- Inspire innovation and challenge others by sharing my ideas and having the humility to respect theirs
- Form a rapport with colleagues and clients by exercising integrity, accountability, and assertiveness
- Maintain a solution-focused approach to problem solving and identify opportunities proactively

Qualifications

- Solid understanding of SEM (SEO/PPC), direct, mobile, email, social media, and product marketing
- Proficient and professional communication skills – written, verbal and nonverbal
- Adept in project management – planning, development, production, and implementation
- Skilled in Adobe CS, Microsoft Office, analytics, and content/social media management systems

Avocations

Active volunteer with the American Cancer Society, Susan G. Komen for the Cure, Hill Country Ride for AIDS, Mamma Jamma Ride, and the National MS Society. I am a founding board member of AD2ATX, and a member of the Austin Advertising Federation and the Austin AMA. I also love to write.