

# Aaron Belchamber

Marketing Director / Business Analyst

Marketing and data are intertwined. Finally, a résumé breaking out and capturing your interest! After all, the core mission of marketing is to stand out and constantly refine the definition of our organization and services and how we are perceived. Through fostering and building relationships, we must build a unique and memorable identity of core brands that will resonate with our target audiences and funnel them from interested prospects and into business channels designed and optimized to guide them into loyal, happy, and repeating “brand fan” customers.

Jacksonville, Florida

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## Profile

*Experience with a team attitude.*

*Clarity in purpose and design.*

**Over 22 years of marketing, media production, and business-building experience** is available for full-time, part-time or hourly consultation basis. Are you ready for a fresh perspective? Are you looking for someone who can challenge the status quo in a positive, team environment? Someone who has negotiated and placed over \$100 million in local, regional and national digital and broadcast advertising with schedules based on the best data and accurate ROI calculations?

## Skills

*Diverse skills with proven creative thought leadership.*

Creative writing is **my passion**. Deeply understanding how business works as a system and how every department contributes is a product of **my diverse experience**. Creative and future-proof system design is one of **my talents**. An agile, positive, customer-oriented work environment is **my work philosophy**. Technical mastery of web technology, data, marketing, and production tools is one of **my seasoned skills**.

This list is not exhaustive:

- InfusionSoft CRM (Similar to Salesforce) with heavy API customization and data flows that I programmed.
- Scalable, optimized and future-proofed MySQL, SQL, PostGres databases, system design and data collection and aggregation.
- E-commerce systems: Magento, Open Cart, Drupal & custom.
- CMS: Wordpress, Drupal, Joomla and Symfony CMF.
- BIT & Analytics: Google Analytics, Google & Bing Webmaster Tools, Odoo, Open ERP, custom BIT solutions and BIT dashboards that I created similar to Open ERP and Tableau.
- API customization and data synchronization between Campaigner, Mail Chimp, Omeda, and InfusionSoft.
- Experience with SEO best practices, SEO Moz, SEO Yoast, Screaming Frog, OnPage.org, and Squirrly.
- Web Development: LAMP stack, PHP, Javascript, Symfony, JQuery, JQuery mobile, Wordpress plug-in development.

- Web Tools: PHP Storm, Sublime, Eclipse, GIT, SVN repositories, VIM, Navicat, PHPMyAdmin, Composer, PMS, and Basecamp.
- Web Platforms: CDNs, Unbounce, Buffer, HootSuite, YouTube, Vimeo, Genesis, Woocommerce, and JetPack.
- Media & Production: DSLR HD videography, dollies and camera cranes. Adobe Master Collection including Premiere Pro, After Effects, Photoshop, InDesign, Illustrator, Encore, Audition and Lightroom. Apple Final Cut Pro & LiveType. Other NLEs, Cubase, Cinescore. I have been shooting, producing and editing videos for broadcast, cable, infomercials, TV commercials and web since 1997.
- 3D: Autodesk 3Ds Max, Character Studio, Reactor, Mental Ray, Iray, VRay. Logo animations, video effects, 3D modelling and characters, virtual tours and other 3D animations since 2001.

## Work Experience

*A trusted steward with  
an ownership mentality*

### **TDG – Insurance Plus, Chiropractic Economics & Massage Magazine**

*Senior Web Developer/Business Systems Manager 2013-present*

- Provide technical, strategic and creative guidance and solutions to Marketing, Publishing, and Business Development Departments to achieve company goals based on experience, research and customer data.
- Design, plan, integrate and execute the modernization of data systems, marketing, business intelligence, and platforms including MySQL, CMS, BIT & CRM integrations.
- Manage and guide Web Development Team and contribute majority of code to develop, design, migrate, program, and maintain open-source sites and databases for e-commerce and publication sites including [MassageMag.com](http://MassageMag.com), [Chiroeco.com](http://Chiroeco.com), [BeYogi.com](http://BeYogi.com), [BeautyInsurancePlus.com](http://BeautyInsurancePlus.com), [Nacams.org](http://Nacams.org) and [MassageLiabilityInsuranceGroup.com](http://MassageLiabilityInsuranceGroup.com).

### **Riddle's Jewelry**

#### **57-store retail jewelry chain and manufacturer**

*Advertising Director*

*2010-2013*

- Responsible for managing daily marketing operations.
- Migrated 10,000+ products from [RiddlesJewelry.com](http://RiddlesJewelry.com) custom shopping cart to Magento SEO'd profit machine.
- Modernized systems with newest web innovations while creating new data sharing tools, a custom ERP, and opportunities along entire production and distribution chain with improved inventory allocation and more tailored localized marketing for 57 retail stores.
- Develop conventional ad campaigns and new web strategies, manage social media, blogs, and SEO.
- Media strategist and buyer for 10 stores in Midwest.

## Random Art House aka Reach Media Advertising

*General Manager/Director of Business Development 2003-2010*

- Oversee the daily activities of a full-service advertising agency that specializes in media placement and research, video production, 3D animation, and displays.
- Guide local and national clients to increase sales by developing marketing plans to complement business sales objectives. Customers include: WCI Communities, Lee Memorial Health, Barbara's Friend's Children Cancer Center, The Back Pain Institute of Florida, NBC-2 of Fort Myers, Miromar Outlets, Everest University and Publix.
- Conceive, write, design and produce ad campaigns, TV commercials, infomercials, web videos and promotional materials for a variety of clients such as community developers, doctors, attorneys, retail and non-profits.

## Southwest Florida College

*College Instructor, Marketing Strategist 2005-2010*

- Part-time, then full-time college instructor of Web Design, 3D Animation and Graphic Design Portfolio.
- After 2008, went full-time and joined Marketing Team as their Marketing Strategist, Media Buyer & Video Producer.
- Negotiated over \$58 million in advertising schedules.

## Before 2003

*Freelance video producer for Jones Intercable, NBC-2, ABC-7 and local Comcast TV station 1995-2003*

*General Manager, Big Color Output 2001-2003*

*Broadcast Graphic Designer & Animator Waterman Broadcasting NBC-2 & ABC-7 2000-2001*

*Gannett Fort Myers News-Press and Cape Coral Daily Breeze 1994-2000*

*U.S. Army, Helicopter Repairman 1988-1993*

## Education

*A focus on business and entrepreneurialism*

*International College, Bachelor's in Business Management 2001*

*Edison College, Associate's Degree 1999*

*U.S Army, Primary Leadership Development, Germany 1991*

*U.S. Army Utility Helicopter Repair School, Ft Rucker, AL 1988*