

# Adam Nicholas Burke

Director of Marketing

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## SUMMARY

*Strategic Planning / Brand Growth / Competitive Analysis / Direct Marketing  
Project Management / Social Media / Search Engine Optimization / Product Management*

Dedicated, ambitious marketing professional with an 11-year record of achievement in the development and directing of strategic marketing initiatives in ever-changing, dynamic environments. Self-motivated leader with solid business acumen and expertise in coordinating effective digital solutions and multiple direct marketing campaigns for nationally recognized brands. Passionate advocate for renewable energy, virtual reality, and outdoor living.

Solid history of success in strategic market positioning, brand research, budget administration, client acquisition and retention, account development, direct response marketing, and partner/brand/promotions marketing.

### Areas of Expertise:

- Strategic Planning & Implementation
- Client Retention
- High-Impact Marketing Presentations
- Digital Strategies
- Contract Development & Negotiations
- Budget Administration & Management
- Cross-team Collaboration
- Operations Analysis & Process Redesign
- Data Analysis
- Team Building & Leadership

## PROFESSIONAL EXPERIENCE

### 2019 - PRESENT

#### Director of Marketing

Peerless Tech Solutions - La Plata, Maryland

Accountable for creating, executing, and maintaining all marketing strategies across varying channels. Leads content strategy, creates and edits copy, recommends navigation updates while also maximizing on SEO and PPC. Develops and manages trigger-based email campaigns throughout the customer lifecycle.

#### Selected Contributions:

- Successfully optimized company website and increased visit-to-lead conversion rate by 28%.

### 2016 - 2019

#### Project Manager

RFD Construction - Walterboro, South Carolina

Held full accountability for project oversight, budget management, task scheduling, and milestone tracking. Conducted safety meetings with employees, contractors, and subcontractors while also ensuring adherence to government regulations. Facilitated a workplace culture that drove team members to excel by effectively influencing key stakeholders of the organization and motivating employees. Coordinated construction activities by developing and executing integrated, realistic, and detailed plans to allow for successful project delivery.

#### Selected Contributions:

- Successfully grew profit margins from 15% to 25% by restructuring the bidding process.
- Spearheaded efforts to rebrand the company leading to average revenues per job increasing from \$60K to \$475K while total annual revenue jumped by 33%.

### 2015 - 2016

#### Product Owner, Consumer Solutions

BoomTown - Charleston, South Carolina

Assessed market position and trends, devised product strategy, and presented innovative product features to senior management. Supervised creative design themes, experiences, and products focused on target markets. Coordinated with cross functional teams to optimize customer journey, brand expansion, and new business opportunities. Reviewed all key product projects and provided signature authority; managed operational, strategic, and administrative functions.

#### Selected Contributions:

- Increased the team's output by 20% through optimizing the approach to software development through algorithmic prioritization.
- Contributed towards enhancing inter-departmental communications which led to improved client satisfaction (sales and retention) and significant long-term savings.

2014 - 2015

**Conversion Optimization Strategist**

BoomTown - Charleston, South Carolina

Orchestrated all bottom-line factors for increasing conversion rates and lead flow including long-range strategic planning, market position assessment, and sales strategies. Spearheaded the creation and implementation of highly effective marketing programs guided by data analysis. Directly supervised team members to create and develop content to enhance market presence and establish company as a thought leader.

*Selected Contributions:*

- Increased conversion rate of our core consumer product by 23% using systematic CRO techniques, namely VWO and Google Analytics.
- Developed a marketing funnel that automatically qualified and segmented leads for clients, saving time and effort in sales processes and ultimately increasing closing rates.

2013 - 2014

**Senior Inbound Marketing Strategist**

BoomTown - Charleston, South Carolina

Supervised the creation of market strategies that generated new opportunities for the sales team. Developed long-term business plans for each partner and client. Planned and delivered quality content to educate and attract new leads. Collaborated with sales team members to actively sell products to prospective clients.

*Selected Contribution:*

- Contributed towards the production of +1M words of content for an enterprise client with over 200 sub-accounts; optimized, formatted, and laced content with CTAs and landing pages to enhance SEO.

**ADDITIONAL EXPERIENCE**

2012 - 2013

**Inbound Marketing Engineer**

Puma Creative - Remote

2011 - 2012

**Emerging Technology Strategist**

Rawle Murdy - Charleston, South Carolina

2010 - 2011

**Social Media Manager**

Rawle Murdy - Charleston, South Carolina

2009 - 2010

**Social Media Manager**

CONTeXO Group - Boston, Massachusetts

2008 - 2009

**Social Media Specialist**

Livescribe - Oakland, California

**EDUCATION & CREDENTIALS**

**Bachelor of Science in Theatre Marketing**

Towson University

**Associate of Engineering Technology in Mechanical Engineering**

New Hampshire Technical Institute

**Certified Inbound Marketing Professional (Honors Distinction)**

HubSpot