

ARMANDO VERDUGO

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SALES & MARKETING LEADER

Driving Scalable Growth, Brand Expansion & Digital Innovation Across B2B & B2C Markets

Results-oriented sales and marketing executive with over 15 years of proven success in transforming emerging brands into category leaders. Expert in digital strategy, team leadership, product commercialization, and full-funnel marketing execution. Adept at aligning go-to-market strategies with business goals to consistently exceed revenue targets and expand market presence.

CORE COMPETENCIES

- Revenue Growth & P&L Accountability
- Digital Marketing & Paid Media (Meta, Google, Amazon)
- Brand Development & Positioning
- Social Media & Content Strategy
- B2B/B2C Sales Leadership
- Global Account Management
- SEO & Conversion Rate Optimization
- Cross-Functional Team Leadership
- Strategic Partnerships & Channel Development

PROFESSIONAL EXPERIENCE

Owner | BAM Strategic Marketing

San Tan Valley, AZ | Aug 2022 – Oct 2024

- Delivered 20%+ client revenue growth while maintaining 1000%+ ROAS through data-driven campaign management and content optimization.
- Devised omni-channel marketing strategies that improved client acquisition and brand reach across paid search, email, and organic social.
- Acted as fractional CMO for clients, integrating brand voice, audience analytics, and revenue strategy.

Director of Sales & Marketing | Artec Industries

North Salt Lake, UT | Mar 2014 – Aug 2022

- Drove revenue from \$1.1M to \$6.6M, overseeing digital sales, national distribution, and retail partnerships.
- Scaled Facebook audience from 20K to 300K+ and increased website traffic by over 1,200% using a blend of SEO, PPC, and influencer partnerships.
- Managed a global distribution network of 6 WDs and 300+ dealers, integrating CRM and inventory strategies to boost order velocity.
- Hired and led high-performance sales and marketing teams, driving KPI execution and cross-functional coordination.

Marketing Manager | Addictive Desert Designs

Mesa, AZ | Nov 2012 – Mar 2014

- Led digital brand strategy including social media, email marketing, and event marketing.
- Coordinated product launches with engineering and operations, boosting category sales velocity.

Inside Sales | Rigid Industries

Mesa, AZ | Apr 2011 – Nov 2012

- Built and managed key B2B accounts, contributing to significant channel sales growth.
- Provided product education and technical consultation to improve partner satisfaction.

Sales & Technical Account Manager Roles (Earlier Career)

Various Locations | Pre-2011

- Held progressive sales and territory management roles at Carl Zeiss, Ludl, and other technology companies.
- Developed consultative selling expertise in complex product environments.

EDUCATION

Central Arizona College – Coolidge, AZ

Long Beach City College – Long Beach, CA