

JEREMY GLADDING

Digital Marketing Manager | Strategic Planning | Data Analysis

@ JeremyGladding@Gmail.com ☎ (616) 204-5767  LinkedIn.com/Jeremy-Gladding

SUMMARY

Accomplished digital marketing professional with 25+ years of experience, adept at driving KPI achievement through strategic planning, data analysis, and innovative campaigns. Proven success in both B2B and B2C sectors, with a focus on automotive and construction equipment industries.

EXPERIENCE

Marketing Manager

PLP Services, LLC

01/2024-Present | Grand Rapids, MI

- Directed comprehensive digital marketing initiatives, encompassing reputation management, lead generation, social media strategy, and website asset optimization.
- Developed user experience (UX) designs that reduced bounce rates and drove a 23% increase in conversion rates.
- Spearheaded marketing automation initiatives, enhancing lead accuracy by 40% and reducing client acquisition costs by 25% across digital channels that drove a 21% increase in sales for Q1/Q2, 2024.

Assistant Manager

Blain Supply, Inc

10/2022-12/2023 | Holland, MI

- Conducted market trend analysis to identify growth opportunities, contributing to the successful launch of FarmAndFleetRx.com by identifying opportunities for expansion, including product introductions and market gaps.
- Contributed to the design and implementation of e-commerce order processing and packaging facilities in Michigan, optimizing operational efficiency and workflow.
- Collaborated with vendors to establish competitive pricing strategies and develop promotional plans.

Marketing Operations Manager

FOX Factory, Inc (FOXF)

5/2021-10/2022 | Coldwater, MI

- Operations Strategist specializing in comprehensive digital analysis reporting, advertising budget management, and the strategic execution of digital marketing campaigns to drive performance and ROI.
- Directed the complete redesign of the flagship brand website, BDS-Suspension.com, incorporating data processing, ACES and PIES standards, enhanced UX design, and advanced search engine optimization strategies.
- Spearheaded the strategic development and execution of an omni-channel eCommerce expansion, successfully integrating platforms such as Amazon and Walmart to drive growth and market reach.

Ecommerce Business Manager

DHS Equipment, Inc

10/2012-05/2021 | Pompano Beach, FL

- Manager of Digital Business, driving revenue growth from startup to \$2.5M within five years, achieving 40% year-over-year growth.
- Overall director of digital strategy initiatives, including social media, email, and PPC campaigns, while managing associated budgets. Established and maintained market leadership, consistently outperforming competitors.
- Led website redesign initiatives to enhance the shopping experience, improving usability, data accuracy, and streamlining the checkout process for a more robust customer journey.

EDUCATION

University of British Columbia

Certificate Program - 2018

Business Foundations

Curtin University

Certificate Program - 2015

Digital Branding & Engagement

Indian Institute of Management

Certificate Program - 2015

Managerial Economics

Harvard Business School

Certificate Program - 2013

ManageMentor - Marketing

Greenville High School

Diploma - 1998

SKILL HIGHLIGHTS

- Expert in paid and organic search marketing.
- Ownership of annual marketing budgets \$1M+. Experience of using customer data and behavior insights to make journey improvements.
- Proven track record in optimizing site performance.
- Collaborative with cross-functional teams like Sales, Marketing, Supply Chain, and Operations to execute strategies effectively.
- Strong knowledge of market trends, consumer behavior, and competitor analysis.

STRENGTHS

- Data Analysis & Reporting
- Cross-Functional Communication
- Paid Campaign Strategy
- Project Management
- User Experience
- Consumer Engagement

VISIONARY PROJECT

Harnessing data and AI to reinvent consumer engagement through organic digital interactions and relationship building.

EXPERIENCE (CONTINUED)

Ecommerce & Media Design Manager

Village Motorsports | PartsPitStop.com

09/2009-10/2012 | Grand Rapids, MI

- Ecommerce Manager accountable for driving eCommerce revenue growth from \$500K annually to \$5.7M annually through strategic paid ads planning, search optimization, and execution.
- Accomplished Graphic Designer with expertise in crafting high-impact traditional and digital marketing assets, delivering exceptional brand alignment and audience engagement.
- Built strong internal relations with OEM reps to be a leader in gaining voice of customer, allowing strategic focus to align with the needs of the market.

REFERENCES

David Schatz

Owner - DHS Equipment, Inc

(954) 593-2472

I have known Jeremy Gladding for about 20 years now. Although Jeremy did not work for me early on he did work with me in a customer service capacity of which was unmatched by anyone I had dealt with before.

Jeremy started working for me in 2012 taking care of my marketing needs, my webmaster needs and anything else that was thrown his way. His personality, creativity, dedication, quality of work and attention to detail was second to none. It is my strong recommendation for anyone looking for that "go to" guy, not to pass up the opportunity to work with Jeremy.

Dane Garvik

Marketing Manager- Powered Vehicle Group at FOX Factory

Requested No Contact

Jeremy makes sure that he has all the right tools at his disposal when it comes to activating at an event. When events needed a re-refresh, Jeremy built new product displays, created sublimated fabric backdrops, flags and apparel. Not only that, he created a Customer Engagement system that measures ROI and tracks to Company KPIs. All of this in addition to spearheading a Digital Portal for sales at events. Jeremy tackles problems and creates solutions that benefit multiple pillars within FOX Factory.

View all recommendations at:

<https://www.linkedin.com/in/jeremy-gladding/details/recommendations/>

TOOLS & APPLICATIONS

Email Marketing

- Mailchimp
- ConstantContact
- Keap

Social Media

- Hootsuite
- Buffer
- Metricool
- Meta Ads

CRM

- Salesforce
- Keap
- Pipedrive
- Hubspot
- Monday

SEO

- Google Analytics (Certified)
- Google Search Console
- MOZ
- Ubersuggest
- SEMRush

PPC

- Google Ads (Certified)
- SemRush
- Wordstream

Website

- Big Commerce
- Shopify
- Wordpress
- GoDaddy
- Wix

Graphic Design

- Adobe Creative Suite
- Canva

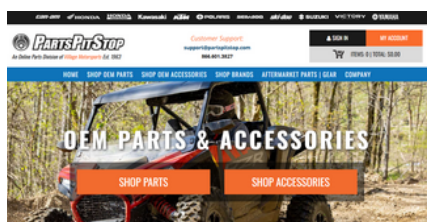
Creative

- YouTube
- AI Video Creation
- AI Voiceover
- Funnel Automation

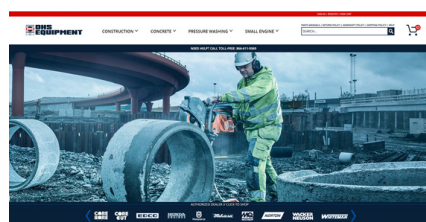
Technical

- DataAxle
- HubSpot
- Tableau

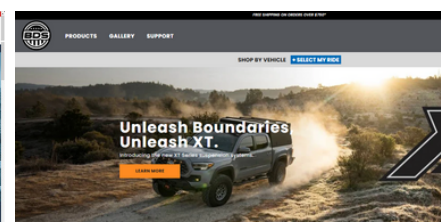
ECOMMERCE PORTFOLIO



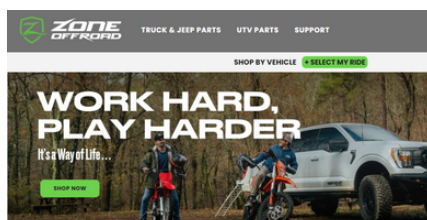
PartsPitStop.com



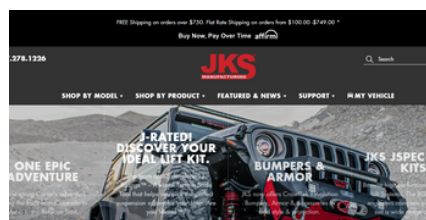
DHSEquipment.com



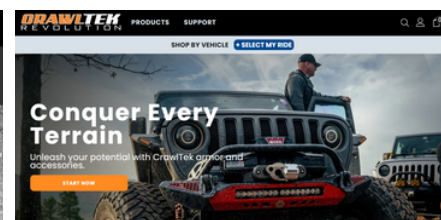
BDS-Suspension.com



ZoneOffroad.com



JKSMFG.com



CrawltekRevolution.com