

JOHN CRABILL resume

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summary of qualifications

Regarded as a trusted and credible leader, I have over 20 years of marketing, e-commerce and creative experience. My career has been characterized by a willingness to continually learn, to always work hard and to show respect, courtesy and good humor towards my teammates. I have a 2.47% Lifetime Conversion rate, and have facilitated over six million unique purchases resulting in over a billion dollars in revenue. I am still learning every day.

Extensive and proven experience in:

- Branding
- Online Marketing
- E-commerce
- Retail Marketing
- Product Marketing
- Social Media and PR
- Visual Merchandising/Packaging
- Creative Direction
- Web Design
- Web Development
- User Interface/Usability
- Responsive Design
- Content Management
- Inbound Marketing
- Team Development
- SEO/SEM
- Mobile Commerce
- Budgeting
- Marketing Automation
- Database Marketing
- Analytics

...and in these technologies:

- HTML5
- PHP
- CSS3
- Javascript/jQuery/AJAX
- Adobe Creative Suite
- LAMP
- SAP
- IBM Websphere
- Magento
- Wordpress
- Endeca IAS
- Subversion/CVS/Git

professional experience

Mohu Raleigh, NC
Chief Marketing Officer

2013 – Present

Joining initially as Senior eCommerce Director, I have been promoted three times and now lead the overall marketing efforts of this digital television company as it transforms from a start-up manufacturing firm to a disruptive consumer electronics brand. I'm now the Master of Mohuliganism, responsible for positioning Mohu at the center of the cord-cutter's universe. I am responsible for all aspects of marketing, branding, PR, social media, creative, packaging, online revenue and customer experience including site design and development, online marketing, retail marketing and third party marketplace growth. Our efforts have been instrumental in doubling the revenue of the Company.

Accomplishments:

- Recruited, rebuilt and revamped the marketing team into a widely recognized force within our space, earning awards for the Company as the #7 Fastest Growing in TBJ's *Fast 50*, and the *Best in Biz* Product Line of the Year.
- Developed the Company's first marketing database used for targeted personas, and launched the Mohu Brand Ambassador program resulting in content marketing efforts aligned with those personas. The result is a dominating 75% average Share of Voice within the cord cutting space with targeted social media, PR and content marketing strategy.
- Employed an Agile Marketing process resulting in weekly sprints and 97% on-time execution.
- Created packaging, POS, display signage and online tools for major national retailers like Walmart, Best Buy and Amazon.com.
- Partnered with the CEO on pilot program to support and renew positive company culture and foster entrepreneurial spirit across the enterprise.
- Conceived of a new product concept that represented the Company's first foray into eco-friendly line extensions, expanding our demographic and garnering national press. *ReLeaf* won Consumer Product of the Year at the 2016 *Best in Biz* Awards. The entire project was managed and developed within the Marketing team.
- Led launch of a new product concept at CES 2017, garnering 12 Best of CES accolades and 115 pieces of top tier press coverage, including stories in *TIME*, *Wired* and *CNET*.
- Built the industry's first cord-cutting app called *Untangle.TV*, which is now being integrated at Best Buy and Walmart.

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· professional experience (cont.)

Sports Endeavors, Inc. Hillsborough, NC
Online Properties Creative Director

1999 –2013

I was responsible for all facets of a \$100M+ e-commerce channel, including management of a staff of 12 designers and developers. I provided creative and technical direction for SOCCER.COM and LACROSSE.COM, including web site and user interface design, marketing communications, development, social media, project management and strategic/tactical planning. I played the primary role of Internet and e-commerce advocate, inspiring a 30 year-old direct mail catalog business to open new channels of growth that are now responsible for 85% of all orders and 90% of new customers.

Accomplishments:

- Directed award-winning creative campaigns and initiatives for major sporting goods companies like Nike, adidas, Puma, and Under Armour.
- Created HERosport brand identity, including logo, style guide and social media, resulting in 45% increase in female sales in first quarter of launch.
- Led major e-commerce software implementation project leading to 300% increase in Internet channel sales.
- Directed customer-focused site design and technical overhaul including new shopping cart, product pages, advanced search and content management system. The systems were delivered on time and the result was over a 100% increase in Internet channel sales and conversion rate increases of 15%.

Bullydesign Raleigh, NC
Creative Director

1996 – 1999

I founded this web design business in 1996 and focused on corporate web presence and early e-commerce. I assembled and managed a team of freelance developers and copywriters and outsourced assignments to them. I was responsible for creative direction, graphic and web design, and business development. I built over 60 commercial web sites for diverse clients like Herman Miller Workplace Resources, Coffeeworks, Simmons Bedding, and Eurosport. I was offered permanent positions by over half of my clients.

education

East Carolina University Greenville, NC
Bachelor of Music in Composition
magna cum laude

portfolio

www.johncrabill.com

peer review comments

"I think John's work ethic, passion for what he does, pride in his work, and desire for nothing less than perfection from himself and his group is something that everyone here admires. John is willing to put in hard work and long hours to get work done and honor his commitments. John leads by example."

"He is always focused and he strives to make sure that we stay focused as well, which is very important. He always has so much energy and determination when working on a major project. He communicates well with everyone and this is also a key factor in his great leadership style. Because of his effective work habits, he instills great work habits in us as well..."

"There is nobody in the building and I would venture to say outside the building that understands as much about the Internet as a whole than John (both marketing wise and technically). As that part of the business grows, I think it is important that it is represented at the highest levels. I trust John's ability to lead not only the Online Properties but also the company as a whole..."