

JOHN CRABILL resume

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summary of qualifications

Regarded as a trusted and credible leader, I have extensive experience in marketing, e-commerce, and creativity. My career has been characterized by a willingness to continually learn, always to work hard and to show respect, courtesy, and good humor towards my clients and teammates. I have developed numerous business opportunities, 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
- Digital Marketing
- E-commerce
- Retail Marketing
- Product Marketing
- Social Media and PR
- Amazon Management
- Business Development
- Strategy and Consulting
- Web Design and Development
- User Interface/Usability
- Creative Direction
- Content Management
- Inbound Marketing
- Team Development
- SEO/SEM
- Mobile Commerce
- Budgeting
- Marketing Automation
- Database Marketing
- Analytics

...and in these technologies:

- HTML5
- PHP
- CSS
- Javascript/jQuery/AJAX
- Adobe Creative Suite
- LAMP
- Generative AI
- Wordpress
- Magento
- Shopify
- Duda
- Hubspot
- AWS EC2
- SAP
- IBM Websphere
- Git
- Asana
- Apollo

professional experience

eLearning Industry, Inc San Francisco, CA
Marketing Executive

2020 – Present

Initially hired as a Marketing Consultant to advise clients on advertising, content, and performance marketing, continued successes earned promotion to lead all the Company's Marketing team and efforts. Leveraging high-level execution with a renewed focus on change and evolution, we drove the company to double revenue. I was also asked to take a leadership role with my management colleagues, offering mentoring and guidance on organization and growth opportunities.

Accomplishments:

- Manage and mentor a remote team of six marketing professionals in Athens, Greece. Encourage growth and experimentation through professional development and training courses in strategy and project management.
- Responsible for a consultative sales process that emphasizes authenticity, identifies prospects, nurtures leads, and writes proposals to help our clients reach buyers through our platform.
- Creates the world's first eLearning AI Marketing Assistant.
- Drives organizational change, encouraging managed risk and tests that lead to new growth and cost-cutting measures.
- Leads new management meeting format with a revolving topic schedule to focus the team on emerging opportunities
- Authors more than 120 collaborative articles on marketing strategy, SEO, lead generation, marketing automation, campaign management, and sales strategies.
- Becomes a recognized expert in eLearning marketing strategies, consulted by the major players within the industry.
- Creates the Company's first PR Campaigns and PR Team helping position the CEO as a leading voice within the industry.
- Devises automated quote and contract tool that streamlines agreement creation
- Forms cross-departmental Generative Search Taskforce to research the effect of AI on future SEO efforts

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professional experience (cont.)

Mohu Raleigh, NC
Chief Marketing Officer

2013 – 2020

Joining initially as Senior eCommerce Director, I was promoted three times to lead the overall marketing efforts of this digital television company as it transformed from a start-up manufacturing firm to a disruptive consumer electronics brand. I was responsible for all aspects of marketing, branding, PR, social media, creative, packaging, online revenue and customer experience including site design and development, business development, online marketing, retail marketing, event marketing, and third-party marketplace growth. Our efforts were instrumental in doubling the revenue of the Company and leading it to a successful exit.

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 the launch of a new product line at CES, 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.

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

1999 –2013

I was responsible for all facets of a \$100M+ e-commerce channel, including the management of a staff of 12 designers and developers. I provided creative and technical direction for SOCCER.COM and LACROSSE.COM, including website 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 a 45% increase in female sales in the 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 a conversion rate increase of 15%.

education

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

website

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