

# CHARLES SIMPSON SR.

*Marketing operations/automation + Creative content = A well-oiled and productive machine!*

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## CERTIFICATION & TRAINING:

HubSpot Inbound	4/2020
HubSpot Inbound Marketing	9/2020
HubSpot Content Marketing	10/2020
HubSpot Sales Software	12/2020
HubSpot Marketing Hub Implementation	8/2021
HubSpot Solutions Partner	1/2022
HubSpot SEO	7/2022

## EDUCATION:

University of Phoenix <i>Bachelors, Information Technology</i>	2011-14
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## SKILLS:

Problem-solving	Analytical reasoning
Communication	Collaboration
Attention to detail	Creativity
Customer-focused	Self-motivated

**Paid ads:** Facebook, Instagram, LinkedIn, Nextdoor, [Adning Advertising](#) (WordPress)

**SEO:** [Yoast](#), Google Search Console

**CMS:** WordPress, Joomla, [Cascade CMS](#)

**Social Media:** Facebook, Instagram, Twitter, LinkedIn, Nextdoor, Pinterest, reddit

**Social Media Management:** Buffer, Hootsuite, Facebook Creator Studio, [TweetDeck](#)

**Design:** HTML/CSS, Photoshop, Canva, [Headliner App](#)

**Google Analytics**

## SUMMARY:

As an experienced IT operations professional with a strong passion for technology and marketing, I specialize in developing systems to resolve complex challenges. My expertise lies in data analysis and marketing analytics, fueling my ability to lead effective data-driven promotional campaigns.

Additionally, I am a skilled content creator, adept at producing engaging content and strategically distributing it across various digital platforms, driving audience engagement and conversions.

A notable achievement in my career is leading the marketing operations for America's top-ranked Christian podcast according to Chartable in September 2020. Since 2019, my efforts have been instrumental in surpassing 1 million downloads, demonstrating my capability to significantly boost marketing operations.

With a proven track record and a commitment to excellence, I am prepared to leverage my blend of technical acumen and marketing skills to optimize marketing operations in dynamic environments.

## PROFESSIONAL WORK EXPERIENCE:

### Hickey & Associates

Minneapolis, MN (Remote)

#### *Marketing Analyst*

Sep 2022 – Nov 2023

##### Primary Responsibilities

- ✔ HubSpot core administrator for Hickey & Associates and Hickey Global, managing data hygiene and workflow integration.
- ✔ Embrace "Action, Analyze, Adjust" philosophy for data-driven marketing and sales strategies.
- ✔ Spearhead strategic list building in Apollo for business development and sales support.
- ✔ Develop key marketing strategies for brand awareness and conference/webinar engagement.
- ✔ Craft strategic email, landing page, and blog copy to enhance Hickey brand engagement.
- ✔ Oversee website management across Squarespace, WordPress.ORG, and Wix, with a focus on SEO.
- ✔ Create comprehensive tutorials and provide direct HubSpot Sales Hub Pro support.
- ✔ Coordinate marketing campaigns, assign tasks, set deadlines, and align sales team expectations.

##### Key Accomplishments

- 👉 Elevated manually imported contacts to MQLs, enhancing email marketing efficacy.
- 👉 Instituted project management methodologies, creating templates for streamlined marketing campaigns.
- 👉 Achieved client acquisition success, as evidenced by a Canadian team member's accolades.
- 👉 Swiftly resolved Hickey Global website DNS issues, preventing extended downtime.
- 👉 Developed a detailed HubSpot training curriculum for the business development and sales team.
- 👉 Optimized editorial processes, reducing time for developing Hickey Institute reports and synchronizing with marketing-to-sales strategies.

### Hot Dog Marketing

Round Rock, TX

#### *MarTech Manager*

Mar 2022 – Aug 2022

##### Primary Responsibilities

Strategized and executed all HubSpot operations (agency and client) as a Platinum-tiered solutions partner

- ✔ Responsible for all HubSpot onboarding and portal audit projects to ensure that clients are incorporating best practices.
- ✔ Coordinated digital onboarding which consists of requesting access to client Google, social media, domain/web hosting, SaaS platforms and more.
- ✔ Managed external team for all outsourced and non-critical HubSpot work.

##### Key Accomplishments

- 👉 Worked with content marketers to implement effective lifecycle marketing campaigns within HubSpot with a focus of sales enablement and revenue operations (RevOps).

👉 Developed strategic project plans towards the setup and integration of WordPress, HubSpot and numerous SaaS platforms either through Gravity Forms, Zapier and/or API/webhooks.

### ***Marketing Automation and Onboarding Specialist***

Dec 2020 – Mar 2022

#### **Primary Responsibilities**

- ✔ Strategized and executed all HubSpot operations (agency and client) as a Platinum-tiered solutions partner
- ✔ Responsible for all HubSpot onboarding and portal audit projects to ensure that clients are incorporating best practices.
- ✔ Coordinated digital onboarding which consists of requesting access to client Google, social media, domain/web hosting, SaaS platforms and more.

#### **Key Accomplishments**

- 👉 Established more business-critical processes and procedures along with effective documentation to encourage the importance of business continuity
- 👉 Awarded the 2021 Core Values Award for “Awesomeness”

### **Just Thinking Ministries**

Santa Clarita, CA (Remote)

#### ***Digital Marketing Manager***

Nov 2019 – Present

#### **Primary Responsibilities**

- ✔ Responsible for managing digital marketing and tech integration duties for the #1 Christian podcast (September 2020 – Chartable), Just Thinking Podcast, which has now become Just Thinking Ministries
- ✔ Established, managed, and applying ongoing strategy to the WordPress website and its ongoing importance to brand growth
- ✔ Analyzing web and social media traffic as a means of continued brand growth.
- ✔ Ensuring that the platform remains updated with current digital marketing trends and strategy.

#### **Key Accomplishments**

- 👉 Enhanced content repurposing strategy to use the podcast audio for text images, videos and more
- 👉 Generated processes and procedures around new episode release and sponsorship onboarding workflows

### **B.A.R. Podcast Network**

Greenville, SC (Remote)

#### ***Digital Marketing & Integration Coordinator***

Oct 2019 – July 2023

#### **Primary Responsibilities**

- ✔ Responsible for consultation of digital marketing strategy and tech integration for the 25+ podcasts within the network
- ✔ Assisting podcast brands with migrating from web builders to WordPress.ORG on their own web hosting for brand growth
- ✔ Onboarding all podcast members into the private Slack group for podcast collaborations, content sharing and much more
- ✔ Analyzed web and social media traffic as a means of continued brand growth

#### **Key Accomplishments**

- 👉 Established processes and procedures around new podcast member onboarding and setup
- 👉 Established network website as a means of learning more about each podcast in a central location

### **Past Due Marketing**

Round Rock, TX

#### ***Owner***

Nov 2016 - Present

#### **Primary Responsibilities**

- ✔ Visionary Leadership: Spearheading the overall strategic direction of Past Due Marketing, focusing on brand consultation, web development, social media marketing, and email list building tailored for content creators and solopreneurs.
- ✔ Educator and Developer: Providing expert guidance and development in the integration of various marketing systems, with a special emphasis on WordPress.ORG web development.
- ✔ Systems Integration Specialist: Specializing in seamlessly integrating various digital marketing systems to enhance client brand presence and efficiency.
- ✔ Project Management: Overseeing and managing a range of projects across diverse areas such as web development, brand strategy, and digital marketing initiatives.

#### **Key Accomplishments**

🕒 Developed Online Ecology™ Concept: Successfully established and educated clients on the Online Ecology™ framework, elucidating the interconnectedness and collaborative function of websites, social media profiles, and email lists in achieving overall business success.

🕒 Created Web Dev <Simplified>: Innovated a unique service offering, Web Dev <Simplified>, designed to provide clients with cost-effective, simplified web development solutions. This service also includes essential systems integrations, tailored to specific industry needs.

🕒 Client Education and Empowerment: Effectively trained and equipped clients with the knowledge and tools necessary for understanding and utilizing digital marketing ecosystems, significantly contributing to their marketing success.

**OTHER POSITIONS HELD:**

Texas Commission on Environmental Quality (TCEQ)  
*Systems Support & Integration Specialist (System Administrator IV)*

Austin, TX  
Dec 2018 – Dec 2020

**HOBBIES:**

In my personal time, I am deeply passionate about home DIY projects, finding joy and fulfillment in the creativity and practical skills required. Additionally, I am an enthusiastic soccer fan and player, with a particular affinity for supporting Austin FC. My commitment to family is paramount, as I cherish spending quality time with my wife and three children, often engaging in various outdoor activities. These hobbies not only offer relaxation and enjoyment but also enhance my skills in teamwork, strategic planning, and time management, complementing my professional capabilities.