

Travis A. Baker

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Experience

Marketing Manager – Killingsworth Environmental Charlotte, NC 8/20-Current

- Exceeded lead goal by an average of 16% over goal YoY while reducing overhead, generating improved ROI
- Expanded marketing mix with mass media(radio, OTT) advertising combined with updated PPC, social media, increasing sales close rate by +9%
- Launched comprehensive local and regional SEO initiative with an updated website built on Umbraco

Marketing Manager – Otto Environmental Charlotte, NC 3/19-7/2020

- Optimized marketing budget-saving 29K+ while increasing overall lead-generation by 23% ~\$3.2M
- Managed 25+ separate live events and trade shows with an average lead increase of 28% (~\$4.7M in sales)
- Created various campaigns for social, email, and video, increasing online KPI by ~227-612%

Owner / Principal – 366 Marketing Clover, SC 7/16-3/19

- Increased visitors by over 600% YOY and active clients by 365% with targeted digital marketing campaigns
- Offered full-service marketing solutions including thought leadership, website design, CMS, inbound marketing, email marketing, paid search, and content creation for industrial, manufacturing, B2C, and technology clients
- Created successful strategies to incorporate video and live events increasing lead ratio for clients

Director of Marketing – AGDATA Charlotte, NC 6/15-7/16

- Spearheaded efforts to identify, segment, and penetrate customers increasing sales targets by 1,337% ~13M in sales
- Built a cohesive international marketing strategy for the US, Canada, and Brazil
- Led team on a website redesign that incorporated Marketo and Salesforce CRM to increase sales conversion

Director of Marketing, N. America – Nederman Charlotte, NC 3/14-6/15

- Developed marketing initiatives and streamlined budgets for six BU's saving \$83k+ while increasing leads
- Built a communications network between sales, product management, and engineering to develop effective campaigns and product launches
- Decreased sales cycle by 18% by optimizing 21+ trade shows (national & international)

Director of Marketing – ABCO Automation Charlotte, NC 5/12-2/14

- Developed and led a team of three direct reports on marketing and B.D. team generating leads for multiple \$1M+ projects in U.S., Mexico, and Saudi Arabia
- Created marketing content, demand generation, sales enablement programs including building a WordPress site
- Solely through PR efforts, secured the cover story on the #1 industry magazine before the year's largest trade event

Director of Marketing, N. America – Schaefer Systems Charlotte, NC 6/08-5/12

- Managed marketing presence including social media, SEO, inbound marketing, and content creation increasing leads by 1,200%
- Directed and led marketing/sales team at 14 annual trade shows and events
- CRM admin for North America led the changeover from legacy CRM to Salesforce CRM

Education/Awards/Certifications/Skills

B.S. Integrated Marketing Communications, Winthrop University, 2007

Awarded Diamond Deed for exemplary live event management and project management

Named to Otto Leadership Team to increase efficiency, sales, and accountability

Certification in Social Media Marketing (SO/ME)

HubSpot Certifications: Inbound Marketing, Marketing Automation, Content Marketing

WordPress, HubSpot, Leadership, Communications, ROI, Live Events, Website Design, Analytics, Strategy