

# James Foreman

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## Digital Marketing Professional & Infrastructure Expert

I am energized by the entire marketing process, from building a cohesive marketing ecosystem, to leading a harmonious marketing team by empowering each member to fully participate in the creative process.

### *Areas of Expertise*

- ◆ 5+ yrs SaaS & Marketing Automation
- ◆ 15 yrs Email Marketing
- ◆ 15 yrs SEO/SEM
- ◆ 10 yrs Social Media Management
- ◆ 10 yrs Competitive Market Research
- ◆ 15 yrs Analytics & Insights
- ◆ Digital Marketing: strategy, implementation
- ◆ Marketing Infrastructure: website design, CRM, UI/UX, Intranet
- ◆ Team Leadership & Management
- ◆ Branding/Re-branding
- ◆ Content Creation, Writing, Editing

### Professional Experience

Mojo Networks, Mountain View, CA — 2015-2017

#### **Director of Online Marketing**

Was the hands-on team leader of a full rebrand and company name change in 2015. Responsible for competitive market research for cloud-managed SaaS platform, online market strategy, product messaging and lead demand and generation.

- Achieved a 350% increase in lead generation within 3 months of rebrand.
- Defined and managed all MQL to SQL workflows and lead pipeline strategy.
- Doubled organic search traffic in 3 months, closing many new 6 figure deals.
- Led all email marketing and nurture campaigns, email template design and reporting.
- Created quarterly plans, budget and strategy for all online marketing assets.
- Responsible for Salesforce management, website(s), blog, social media.
- Provided SEO/SEM strategy and implementation.
- Managed all aspects of CRM setup, management and integration for all web properties.

Flockworx, San Francisco, CA — 2010-2015

#### **Digital Marketing • SaaS Marketing • Branding • Creative • Founder**

Leader for all outbound and inbound marketing and customer acquisition. Managed local and virtual teams for as many as 10 projects and 25 client accounts at a time. Ongoing marketing for client brands; including design, content strategy, lead generation and all marketing-to-sales workflows.

- Boeing (2012-2014) — Hired to rebrand a SaaS subsidiary in Silicon Valley. Continued to lead and manage the online marketing and web Infrastructure, SEO/SEM, strategic planning and team leadership.
- Logitech (2011) — Established a new Business Intelligence (BI) portal, using Tableau, for Logitech's International sales and marketing teams. The dynamic portal gave key insights and up-to-the-minute visual customer data worldwide, with the ability to create reports on the spot.

## Flockworx Professional Experience (Continued)

- West America Bank (2012- 2015) — Hired to lead the update of the web and marketing infrastructure, increase brand awareness and rebuild content for this 92 branch California bank. Provided ongoing consulting and training to marketing team.
- Marketing for Top Companies (2010-2015) — Provided marketing and web services to many top U.S. and International companies, including the fast growing Silicon Valley manufacturing company Valin and biomedical company Cerus.

## Marketing and Web Career Highlights, San Francisco, CA — 1999-2010

### Digital Marketing • Brand Awareness • SEO • Strategy

- San Francisco Dept. of Environment (2009-2012) — Worked closely with the SFApproved.org team to provide digital marketing services, content creation and management, end user communication workflows, SEO and consulting.
- Napa Valley Network (2010-2012) — Provided digital marketing strategy, SEO and consulting to a network with multiple websites managing promotion of Napa Valley events, tourism and businesses.
- Hinesburg Rides (2009) — Marketing and web team leader for creation of new carpool matching system for the town of Hinesburg, VT. Responsible for all internet marketing & brand awareness initiatives.
- Hospitality Marketing Services (1999-2010) — Provided a full suite of marketing services for dozens of Hospitality based companies in the US, Mexico and Europe. Services included writing and content creation, email marketing, SEO/SEM, graphic design, advertising, events, training, lead generation and web design.
- Dental Masters, Santa Rosa, CA (2001-2005) — Strategically created a highly successful inbound and outbound marketing structure that nurtured new leads & increased customer loyalty. Responsible for email campaigns, newsletters, graphic design, product manuals, web design and SEO.
- Thorlo, inc., Charlotte, NC (2000-2001) — Created a dynamic online presence and marketing strategy targeted to young adults. Used animation and creative content to compel online users to learn, buy or share info about the products.

## Education & Training

Sonoma State University (1995) - *Bachelor of Arts, Summa Cum Laude*

American Management Association (2016-2017):

- *Transformational Leadership: How to Inspire Extraordinary Performance*
- *The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results*
- *AMA's "MBA" Workshop*

Oracle/Sun Microsystems (2000)- *Java Certification*

Santa Rosa Junior College (1995-2002) - Marketing and Design Courses

## Skills and Platforms

### Marketing & CRM

- ♦ *Salesforce*
- ♦ *HubSpot*
- ♦ *Marketo*
- ♦ *Pardot*
- ♦ *DiscoverOrg*
- ♦ *Hootsuite*

### eCommerce & CMS

- ♦ *Wordpress*
- ♦ *Joomla*
- ♦ *Drupal*
- ♦ *Big Commerce*
- ♦ *Magento*

### Analytics & Reporting

- ♦ *Tableau*
- ♦ *Google Analytics*
- ♦ *Spyfu*
- ♦ *Infer*
- ♦ *Screaming Frog*

### Web Dev & Programming

- ♦ *PHP*
- ♦ *HTML/HTML5*
- ♦ *CSS, SCSS, Sass*
- ♦ *Javascript*
- ♦ *Git*
- ♦ *Amazon AWS*