

# James Foreman

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## Digital Marketing, Communications & Web Professional

Offering my abundant experience, leadership and advanced skills to a leading company, where I can work with a collaborative team towards successful end results.

### *Areas of Expertise*

- ◆ 10+ yrs B2B and SMB
- ◆ 15+ yrs Email Marketing
- ◆ 15+ yrs SEO/SEM
- ◆ 15+ yrs Analytics & Insights
- ◆ 10 yrs Social Media Management
- ◆ Digital Strategy & Implementation
- ◆ Web Strategy, Design, Development
- ◆ Team Leadership & Management
- ◆ Branding/Re-branding
- ◆ Content Strategy, Writing, Editing

## Professional Experience

Mojo Networks, Mountain View, CA — 2015-2017

### Director of Online Marketing

Was the hands-on team leader of all digital marketing campaigns, strategy and ongoing reporting to CMO, CEO and Board. Continually performed competitive market research for this cloud-managed SaaS platform, adjusting product messaging and campaigns to increase demand and lead generation.

- Created yearly and quarterly plans, budget and strategy for all online marketing assets.
- Managed Salesforce and CRM data and reporting, website(s), blog, social media.
- Defined and managed all MQL to SQL workflows, working with Sales Director for best results.
- Worked closely with PR to ensure messaging and announcements synced with digital campaigns.
- Planned and created event and tradeshow campaigns, in coordination with Global Events Director.
- Doubled organic search traffic in 3 months, closing 2 new 6 figure deals through SEO efforts.
- Achieved a 350% increase in lead pipeline in 1st year.
- Led all email marketing and nurture campaigns, email template design and reporting.

Flockworx, San Francisco, CA — 2010-2015

### Digital Marketing • SaaS • Branding • SEO/SEM

As Founder of Flockworx, a Marketing and Web Agency, was leader of all outbound and inbound marketing strategy and execution. Managed local and International teams for as many as 10 projects and 25 client accounts at a time.

- **Boeing** (2011-2014) — Hired as a Contractor to rebrand a cybersecurity subsidiary, Narus, in Silicon Valley. Continued to lead and manage the online marketing and web Infrastructure, SEO/SEM, strategic planning and web team leadership.
- **West America Bank** (2011- 2015) — Hired to lead the update of the web and marketing infrastructure, increase brand awareness, SEO/SEM and rebuild content for this 92 branch California bank. Provided ongoing consulting and training to marketing team.

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## Flockworx Professional Experience (Continued)

- **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.
- **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*