

# Clayton Bell

Washington D.C |

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## Professional Summary

Experienced Digital Marketing Professional with 6 plus years, that can create through innovative execution and strategy. Re-branding and/or establishing innovative well thought out techniques and campaigns on and off the Internet since 2009. I love every aspect of what I do; "You give me a dream; I turn it into reality".

## Skills

- Marketing Campaign Management
- E-mail and direct mail marketing
- B2B Marketing
- HTHHTML5/CSS3
- User Research activities
- Campaign Optimization
- SEO
- Social media marketing
- Adobe Creative Suite

## Experience

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### Digital Marketing Strategist

11/2016 - Present

AAA Western & Central NY – Amherst, NY

- Design and maintain paid social media campaigns, with monthly reporting and optimization.
- Responsible for the coordination and maintenance of 400,000 plus subscriber list as well as communicating the email deployment calendar and available dates with a large team.
- Responsible for monthly reporting and base lining metrics for continuous optimization and testing.
- Create monthly Google AdWord campaigns and keyword optimization.

### Marketing Consultant (Contract)

08/2015 – 08/2016

DuBose/Brown Prosthodontics – Chevy Chase, MD

- Established and analyzed social media trends and media placements to measure effectiveness. Implemented Google Analytics to boost campaign performance and overall traffic patterns to optimize approach.
- Establish a strong marketing policy for standard operating procedures. Implement strategies targeted toward increasing patient base and retention. Construct and maintain all social media platforms for practice.
- Managed multiple projects independently for many assignments, with efficient and detailed results.

### Marketing Consultant (Contract)

03/2015 – 07/2015

Buffalo Federation of Neighborhood Centers – Buffalo, NY

- Assisted driving an increase of over 43% to event turnout from prior year.
- Designed and reinstated quarterly newsletter.
- Educated staff on how to effective social media tactics to achieve the organization's goals.
- Maintain Online Content For BFNC.org and Social Media Content.

### Director of Marketing

01/2013 – 04/2014

Washington's Choice Dental Care – Washington, D.C.

Drove a targeted ROI of 4.1 (2.1) in 2010-11.

- Developed a strategic plan not limited to but including retention marketing and B2B promotional marketing.
- Developed and designed weekly and monthly email & social media campaigns to target current and potential patients.
- Doubled new patient count from 18 to 36 in two months, through strategic marketing and conversion methods.

**Marketing Consultant (Contract)**

**04/2011 – 08/2015**

**Freelance Work – DC Metro Area/ Buffalo, NY**

- Provide web development solutions using CMS tools such as WordPress, Joomla HTML, CSS, and PHP.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Design eye-catching campaigns, logos, brochure, and etc. specific to client's individual goals.

**AAA MID-Atlantic**

**06/2010 – 12/2012**

**Member Relations – Wheaton, MD**

- Provide exceptional member and client experiences by effectively representing AAA products and services.
- Answer to member requests related to the utilization of their member benefits and assist the member in understanding the value of their membership.
- Effectively manage branch traffic patterns while greeting members, answering telephones and identifying customer needs.

**Verizon Wireless**

**08/2009 – 06/2010**

**Customer Support/Tech Support – Hanover, MD**

- Aided Customers in resolving their handset and bill issues Answer to member requests related to the utilization of their member benefits and assist the member in understanding the value of their membership.
- Produced and maintained a strong rapport with customers and peers.

**WPGC-FM 95.5,**

**06/2007 – 07/2008**

**Promotions and Programming Assistant - Lanham, MD**

- Assisted in the promotions department organizing and planning events for internal and external company branding.
- Board Op for On-air personality, Co-produced daily count down show.
- Assisted newsroom with late breaking news coordination and writing copy for on air.

**Education**

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**Bachelor of Arts: Communication Marketing**

**State University of New York College at Buffalo – Buffalo, NY**