

# Roy Harmon

## Marketing Manager

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### EXPERIENCE

## Senior Digital Campaign Manager

[DX Marketing](#) 2020 - Ongoing Greenville, SC

An award-winning insights company that leverages unique consumer knowledge to inform business strategy and provide a quantifiable ROI.

- Provided strategic planning that decreased cost per conversion by 75% for clients in urgent care, higher education, and real estate
- Implemented processes that increased efficiency by 80%
- Conducted audience research to inform decision-making

## Marketing Content Manager

[Fusion Web Clinic](#) 2017 - 2019 Greer, SC

An Inc. 5000 SaaS company providing web-based EMR software.

- Managed a budget of \$150K a year
- Managed a team of 2 to increase ARR from \$1.2M to \$4.1M in one year
- Developed a multichannel strategy that increased demo sign-ups by 44%
- Conducted market research to inform decision-making in three departments

## Digital Advertising Specialist

[Chumney & Associates](#) 2016 - 2017 Greenville, SC

A full-service ad agency for Tier 3 automotive dealers across the US

- Managed \$1.5 million a year in ad spend for as many as 32 clients
- Developed strategies that increased goal completions by 71.86%
- Decreased cost per conversion by 50% and doubled conversion rates
- Implemented process that increased efficiency by 92%

## Social Media Liaison

[National Rifle Association](#) 2015 - 2016 Fairfax, VA

America's oldest civil rights organization, with over 5M members.

- Developed campaign that generated over 19,000 new leads 72 hours
- Managed social media accounts with over 4M followers
- Developed content strategy that increased social media engagement by about 600%

## Regional Digital Coordinator

[Generation Opportunity](#) 2014 - 2015 Arlington, VA

A millennial advocacy organization.

- Developed and implemented a Facebook Ads strategy that increased attendance at events by almost 200%

## Field Director

[Bright for US Senate](#) 2013 - 2014 Location

A US Senate campaign.

- Managed grassroots field office interns and staff to achieve a 2nd place finish in a crowded US Senate race
- Spoke to groups of 10-100 people to recruit and mobilize volunteers
- Organized an event that raised over \$7,000 in an evening

### SKILLS

**Strategic Planning**

**Motivation**

**Multichannel Marketing**

**Adaptability**

### EDUCATION

## BA in Political Science

[University of Mississippi](#)

### FIND ME ONLINE

#### Blog



<http://advertiscope.com/category/blog>

#### LinkedIn



<https://linkedin.com/in/roy-harmon>