

ROBERTO AVEY

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DISCIPLINES: I'm an [Ecommerce Leader](#) growing Dickies.com ~42% YoY and doubling the business from \$20MM to \$50MM in just three years. I have over 15+ years in Digital Marketing including leading teams and strategy in CRM, SEO, PPC, Programmatic, Retargeting, UX, Analytics (GA, Adobe) and Development.

LANGUAGES: Fluent Portuguese, English, Conversational in Spanish

EDUCATION: Midwestern State University, Wichita Falls, TX | Bachelor of Arts, Mass Communications Graduation Date: December 2003

PROFESSIONAL EXPERIENCE

Freeman

Digital Marketing Manager

Dallas, TX

Dec 2019 – Present

www.freeman.com Freeman is the world's leading brand experience company, specializing in Events, Trade Shows, Conferences and Exhibits. With teams around the world, clients look to Freeman as the industry leader to produce stunning Events in record time. Considered the one stop shop, Freeman delivers immersive experiences through comprehensive offerings including strategy, creative, logistics, digital, and event technology.

- Hired in December 2019 to help elevate Freeman's digital presence.
- Manager of Developers, Analytics Team and SEM.
- Introduce an agile workflow with external Si/Development Team.
- Introduce Analytics best practices for GA, GTM and reporting for the entire department.
- Create a 2020 strategy and roadmap for Freeman.com to reach its full potential.
- Responsible for vendor relationships with agencies.
- Implemented departmental dashboards and campaign tracking using Klipfolio and Google Data Studio.

Kubota Tractor Corporation

Manager of Digital Marketing

Grapevine, TX

June 2019 – Dec 2019

www.kubotausa.com Kubota known as the world leader of compact and subcompact tractors, introduced its first products in the USA in 1969. Since then Kubota has diversified its offerings by introducing products in a variety of segments including lawn mowers, utility vehicles, construction equipment, agriculture tractors and hay equipment.

- Hired in June 2019 and tasked to elevate the digital presence of KubotaUSA.com.
- Strategist for everything digital including Apps, Remarketing, Programmatic, PPC, SEO, Analytics, Acquisition, Social, UX and Development.
- Introduce an agile workflow with external Si/Development Team.
- Introduce best practices in UX, Design and Analytics to KubotaUSA.com.

- Introduce Analytics best practices for GA, GTM and reporting for the entire department.
- Create a 2020 strategy, budget and roadmap for KubotaUSA.com to reach its full potential.
- Responsible for vendor relationships with agencies.
- Create a strategy utilizing assets from the corporate website and syncing with Tier 3 Dealer Websites.
- Oversee content creation and strategy.
- Implemented departmental dashboards and campaign tracking.

Williamson-Dickie Mfg. Co.

Sr. Digital Marketing Manager

- eCommerce Marketing Manager
- eCommerce Analyst

Ft. Worth, TX

Apr 2018 – June 2019

Jun 2017 – Apr 2018

Mar 2016 – Jun 2017

www.Dickies.com the world's leading performance workwear brand, has provided workers with durable, functional and comfortable workwear since 1922, pioneering such iconic styles as the 874® work pant.

- Responsible for website performance, forecast and budgeting.
- Manage Analytics Team, Acquisition Team and CRM team.
- Responsible for vendor relationships with advertising agencies.
- Manage Digital Ad Spend (\$6MM+) and strategy for Direct Response Marketing.
- Manage digital networks GDN, AdRoll, Quantcast and Criteo.
- Strategy for accelerating website performance and topline revenue of +35% YoY 2018-2019.
- Optimized **Paid Search**, Display and Remarketing to produce 42% revenue growth YoY.
- Optimized website, on/off page **SEO** for Dickies.com, with a growth in top-line revenue of 20%.
- Lead UX Team increasing mobile CVR 17% YoY.
- Oversee content creation and strategy.
- Producing 'page one' rankings for competitive industry keywords.
- Implemented departmental dashboards and campaign tracking.

WorldVentures Holdings

Senior Digital Marketing Manager

www.WorldVentures.com, www.Dreamtrips.com and www.Rovia.com are the world's largest direct seller of curated group travel, with more than 110,000 Independent Representatives in 24 countries around the globe.

Plano, TX

2013 - 2015

- Implemented analytics: Ecommerce tracking, Event tracking, Campaign and Goal tracking through Google Analytics and Adobe Analytics.
- Create and manage dashboards for multiple departments and upper level executives.
- Served as analyst in leading digital marketing strategy which generated upward of 60% sales growth through membership travel.
- Lead analyst (UX) for mobile app tagging and redesigns for all corporate websites.
- Responsible for driving the day-to-day digital marketing strategy for world operations for WorldVentures Holdings, including WorldVentures.com, Rovia.com and DreamTrips.com.
- Optimized websites, on/off page SEO for all corporate entities.
- Oversaw reputation management and content creation.
- Managed website conversions and site performance.
- Strategist over online technology - measuring and implementing KPIs.

- Implemented departmental dashboards and campaign tracking processes.
 - Managed campaign generation, acquiring 160K fans for social brands, and attributions for increased sales.
 - Implemented best practices in online technology across all brands and departments; improving communication, increasing workflow and optimizing execution of products and services.
 - Conducted Digital Marketing training for departments.
 - Worked closely with Marketing, IT, Development and Design Departments to implement digital best practices.
 - Reported directly to the VP of Digital Marketing.
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Dreamentia Creative Laboratories

Los Angeles, CA.

Digital Marketing Manager (fulltime Contractor)

2012 – 2013

www.Dreamentia.com provides marketing and advertising services in both offline (tv, radio, print) and online (web, social, interactive).

- Created and implemented successful digital marketing plans for clients.
 - Managed and created editorial calendar for clients.
 - Reviewed and analyzed SEO and analytics for client sites.
 - Created dashboards and reporting for clients.
 - Consulted and directed all web and mobile projects.
 - Researched and implemented new technologies.
 - Acting Manager of Adwords, Facebook Ads for clients and corporate account.
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Plastic Surgery Studios

Rancho Cucamonga, CA 2009 – 2012

SEO/Digital Marketing Manager

www.plasticsurgerystudios.com provides total Internet marketing solutions for plastic surgeons, cosmetic surgeons, dermatologists, and cosmetic dentists nationally. Clients include Dr. 90210 Robert Rey.

- Managed day-to-day operations of network for websites: www.PlasticSurgery.com, www.PlasticSurgeryStudios.com, www.iEnhance.com and www.CosmeticSurgery.com.
 - Constructed first Social Media team in company's history.
 - Managed day-to-day SEO, analytics of client websites.
 - Created dashboards and reporting for clients.
 - Managed Facebook, [Quora](https://www.quora.com/), Twitter and other social media outlets.
 - Managed monthly editorial calendar for entire network of websites, and used outside resources like [HARO](http://HARO.com).
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