

# DAVID B. PETTY

SPARTANBURG, SOUTH CAROLINA (864) 580-9548 DPETTY1990@GMAIL.COM

Marketing specialist with over ten years of experience in communications, advertising, public relations, website design, graphic design, social media management, and SEO. Specialization in B2B and e-commerce marketing strategies. Extensive project management experience working closely with individuals and teams from start to finish. Strong attention to detail. Creative eye for effective design.

## PROFESSIONAL EXPERIENCE

**ADO CORPORATION / FLAIR21 FABRICS** Spartanburg, South Carolina *November 2016 - Present*  
*Chief Marketing Officer*

- Manage the marketing, sales, and customer service departments of a B2B fabric and window treatments company
- Develop segmented email, direct mail, and online marketing campaigns to client database of over 5,000 active interior designers, architects, and window covering specialists.
- Construct marketing plans for launch of new fabric collections, and develop custom workflows to guide the Business Development team through the product sales cycle.
- Analyze daily sales data and create weekly call lists for the sales team. Oversee all forms of outreach to current customers and leads.
- Design all catalogs, sales flyers, landing pages, emails, and promotional material using Adobe Photoshop, Illustrator, and InDesign.
- Review the company's web analytics and implement effective SEO and paid advertising strategies to meet KPIs.
- Oversee participation in industry trade shows.

**FLIP STRATEGIC, INC.** Greenville, South Carolina *March 2014 - November 2016*  
*Managing Director*

- Identified, developed, and evaluated sales and marketing strategies for over 50 businesses, political campaigns, and nonprofit organizations to formulate successful marketing and advertising plans.
- Created effective and innovative websites, social media posts, email marketing campaigns, direct mail pieces, and print materials to assist clients in meeting marketing goals.
- Established regular digital advertising campaigns through Google AdWords and Facebook Ads.
- Built relationships with local print, radio, and television outlets to assist in negotiating competitive ad buys for clients.

**FOOTPRINTS ADVERTISING, LLC** Spartanburg, South Carolina *January 2013 - March 2014*  
*Sales Manager*

- Managed communications with new and prospective clients, increasing overall customer database by 12%.
- Conferred with potential customers regarding advertising needs and advised clients on types of marketing services to purchase.
- Targeted prospective customers with calls, in-person visits, or branded email marketing campaigns.

## EDUCATION

**SAMFORD UNIVERSITY** Birmingham, Alabama  
Bachelor of Arts, May 2012  
Major: Political Science Minor: General Business & Marketing 3.5/4.0 Grade Point Average

## COMMUNITY INVOLVEMENT

- Member, Executive Committee  
*Genesis Homes Community Development Corporation*
- Co-Chair, Young Executive Committee  
*The Commerce Club*

## ADDITIONAL SKILLS

- Expert knowledge of Adobe Creative Suite, including InDesign, Photoshop, Illustrator, and Acrobat Pro.
- Extensive use of WordPress for website management and design.
- Certified Google Partner with training in Google AdWords and Google Analytics.