

JamesTock

Marketing Specialist

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// Experience //

Marketing Director // PrimaFacie Immigration Case Management

My role at PrimaFacie started with implementing lean management principles to improve the quality and efficiency of the forms and app development teams in Columbia and Mexico. With QA systems in place, I took on a new role as the Director of Marketing. Responsible for strategizing and implementing the company's marketing.

- Segmented PrimaFacie's current and past users and generated personas to target new users.
- Created a top-down marketing strategy that focused on using social ads and email campaigns to drive traffic to our site.
- Built a marketing automation tech stack using HubSpot's MarketingHub, MailChimp, Google Analytics, and Microsoft Power BI.
- Implemented daily huddle meetings between international teams.
- Integrated data from multiple sources into analytic tools and visual dashboards to help drive business and marketing decisions.

Marketing Consultant // James Tock, Freelance

Among digital service agencies in West Michigan, I've found a niche for someone that is able to speak knowledgeably on a range of subjects; from the importance of web development in SEO to the nitty-gritty of marketing client-service businesses. There is an abundance of digital marketing companies and individuals that are good at one, but not other; good at SEO but not social media campaigns; great at brand design but not casting strategic vision for the brand to their client. In steps James Tock Digital, on behalf of the agency, allowing them to service their client's needs while keeping them focused on their specialty. My diverse skill set and client-facing experience, has allowed me to support other agencies and individuals in their marketing, web, and email marketing campaign.

Director of Communications // Real Life Fellowship

I was responsible for web and social media presence, internal and external communications, and the creation and management of a multi-site IT network infrastructure. Coordinating and creating digital and print communications between the staff, congregation, and the local community. I used Facebook Pages, Google Analytics, and Google My Business; to better reach the local community.

Web Strategy, Design, and Development // Navigate Creative Works

I helped grow the company's web development department by creating, managing, and developing digital projects. Our client's products and services ranged from eCommerce to cloud-based applications for local, regional, and international brands. With the company's rapid growth came opportunities for me to take leads in ideation and creative strategy.

Community Coordinator // Think Tables

Cultivated and managed B2B relationships for an innovative furniture start-up. By shaping Think Tables' Facebook and Twitter platform and utilizing personal interactions on social media I created opportunities with decision-makers at Fortune 500 companies such as; YUM! Brands, Regus Offices, Herman Miller, and other industry leaders. In 2013, Think Tables was acquired by Sitgreen, I lead Think Tables' brand asset transition team.

// Skills //

