

DUSTIN MOONEY

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DIGITAL MARKETING | COMMUNICATIONS | BUSINESS DEVELOPMENT | PROJECT MANAGEMENT

Strategic communications and digital marketing leader with strengths in project management, content and influencer marketing, and brand strategy. Develop and maintain relations with key stakeholders and organizational leaders of all levels. Marshal resources and create materials to build awareness, understanding, and credibility with focus on developing and maintaining brand recognition. *Core Competencies Include:*

*Digital & Social Media Marketing | Internal & External Communications | Marketing Communication Strategies
Writing, Research & Project Oversight | Brand Strategy | Business Development & Client Relations*

PROFESSIONAL EXPERIENCE

THE MCCLATCHY COMPANY | Raleigh, NC 2017-2018

Client Success Manager

Managed team of 13 digital strategists and lead generation specialists. Served as intermediary between sales, production, and client success teams for this publicly traded publishing company. As digital expert, participated in sales and project management initiatives to drive new business.

- **Led team of digital strategist who managed complex client relationships** focused on identifying needs, executing campaigns, and continuously reporting success metrics. Services included branding, web development, content marketing, email marketing, search marketing, and display advertising.
- **Identified and hired new talent;** trained and motivated team and aligned resources with organizational goals.
- **Generated \$31M+ in annual revenue** by implementing innovative digital marketing campaigns for clients.
- **Drove increased ticket sales for Carolina Hurricanes;** served as collaborative resource to restructure promotions that led to 11% increase in pre-season ticket sales year-over-year.
- **Increased Republic Wireless' website traffic by 73%** via digital campaign for the launch of new Relay product.
- **Rebranded healthcare client** that spurred increased website traffic and led to a 100% digital campaign.

IZEA | Orlando, FL 2010-2017

Account Director (2015-2017); **Senior Account Manager** (2013-2015); **Account Manager** (2010-2013);

Assumed increasing levels of accountability for the leader of influencer and content marketing software (SaaS) and services to world's leading agencies and brands. Cultivated and managed relationships with Ketchum, Ogilvy, Weber Shandwick, Viacom, US Army, and Johnson & Johnson.

- **Project managed \$13M+ annually** for strategic communication and marketing initiatives on behalf of brands, issue advocacy organizations, and government agencies.
- **Generated and managed \$1.2M+ yearly from clients** in the public policy sector. Drove business from clients that included Centers for Disease Control (CDC), Disabled American Veterans (DAV), and Teach for America.
- **Increased revenue from existing clients by 27% year-over-year** and developed business from new clients.
- **Worked on digital campaigns** that connected bloggers and influencers with JPMorgan Chase to drive brand engagement; efforts led to 2-year engagement in which content was shared across digital platforms.

ADDITIONAL EXPERIENCE

Rebuild Globally: Consultant, Port-au-Prince, Haiti (2015-Present)

US Senatorial Campaign: Campaign Staffer, Washington, DC (2016)

IVHQ: Aid Worker, Nairobi, Kenya (2013-2014)

EDUCATION & ADDITIONAL INFORMATION

University of Central Florida: **Bachelor of Arts in Political Science**, Orlando, FL

Certifications: Google AdWords, Google Analytics, AdMall

Skills: Microsoft Office, Apple OS, G Suite, Salesforce, Adobe CC, Linux, WordPress, HubSpot, HTML, CSS, SEO, SEM