

# Billy Batson

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## SUMMARY

- Accomplished project manager for diverse range of client- and customer-interfacing organizations.
  - Service-minded communicator focused on driving customer loyalty and problem solving.
  - Expert in executing project strategy, expanding client base, and decreasing acquisition costs.
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## PROFESSIONAL EXPERIENCE

### Marketing Manager

**2016 - Present**

*Upward Marketing*

New York, NY

- Manage marketing strategies for 10 clients in varied industries including healthcare, ecommerce, and nonprofits with annual marketing budgets ranging from \$20,000 - \$50,000.
- Implemented pro-bono marketing, communications, and fundraising 6-week training seminar; directed conversion to Google Apps for \$1.5 million New York City non-profit to drive donor acquisition and increase fundraising totals.
- Manage agency relationship for \$1,700 per month in Facebook ad spend that generates 60 qualified leads per month and has 10% new patient conversion rate on average; improved ad copy and targeted keywords to increase ad interactions by 19% and reduce CPC by 21% in one quarter.

### Business Development Manager

**2014 – 2016**

*Threadbare*

New York, NY

- Established U.S.-based wholesale and retail distribution channels for 95 unique pieces of jewelry made by 4 international artisan groups.
- Grew revenue by 74% from first to second quarter through direct sales and email marketing.
- Implemented guidelines to manage quality control and style across 4 international production sites.

### Director of Donor Relations

**2008 – 2013**

*Goodwill*

Newark, NJ

- Raised \$1.2 million from 20,000-person donor base through direct mail, quarterly newsletter, website, and monthly giving program. Managed Raiser's Edge CRM database.
  - Won and managed first-time government & foundation grants ranging from \$20,000 - \$150,000 which expanded long- and short-term housing and 5,000-person feeding program.
  - Managed 3-person team and built infrastructure to cultivate and develop high-level volunteer opportunities for 100+ individuals.
  - Launched resident artists' lunch series to expand donor pool which raised \$10,000 annually.
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## EDUCATION

Bachelor of Science in Business Administration

*The University of Virginia*

May 2004

Charlottesville, VA

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## SKILLS

Google AdWords Certified, PPC, SEO, WordPress, Bigcommerce, Shopify