

Bill Back:us

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Summary

- Executive-level brand strategist; leading brands through workshops like naming, purpose, archetypes, architecture, style guides, customer journey, brand systems
- Senior-level marketing strategist; leading MarCom through strategy execution, buyer journey, inbound and ABM strategies, social media strategy; focus B2B, B2C, DTC
- Senior-level creative director; leading creative teams through campaign creation and execution, project management, creative refinement, encouragement and inspiration
- Director-level marketing implementation; omni-channel, multi-channel, loyalty programs, and Google AdWords

Experience Overview

Grand Canyon University

Jan '22 - Present

Adjunct Professor / Design & Marketing

advanced design fundamentals and digital marketing strategy

- Mentoring, inspiring, and teaching tomorrow's design, brand and marketing leaders through advanced fundamentals of design, brand strategy, and digital marketing.

Atlis Motor Vehicles / Dir of Brand Creative

May '22 - Nov '22

vertically integrated EV ecosystem for industries of work

- Responsible for brand strategy, NASDAQ go-public strategy and creative execution, campaign creative direction, customer journey mapping, brand voice and tone, UI/UX web redesign, social media channel management and alignment, and copywriting
- Increased social sentiment by 38%; grew social following by 15%; boosted brand awareness by 75%; increased campaign click-thru rates by 20% – leading to \$10M in RegA crowd funding

Dose of Colors / Chief Brand Officer

Aug '21 - Apr '22

global cosmetic e-commerce brand

- Responsible for brand strategy, multichannel marketing, change management, implementation of MarCom tech stack, customer and buyer journey mapping
- Increased social sentiment by 12%; grew social following by 7%; reduced abandon cart by 17% and click-thru rates by 24%; reduced creative churn by 20%; boosted holiday sales by 30%; responsible for Black Friday, Holiday Gift Guide, VDay Love Is, Truffle Collection, and Baked Browns II Collection

M Culinary Concepts / Sr. Brand + Marketing Dir.

Mar '19 - Aug '21

largest food and beverage hospitality brand in the southwest

- Responsible for brand strategy, omnichannel marketing, inbound marketing, account base marketing, campaign development, creation of digital marketing team, implementation of MarCom tech stack, customer and buyer journey mapping, ThinkWrong strategy lab during the pandemic
- Increased MarCom productivity by 75% in 6 months; ABM strategy yielding \$3M, inbound marketing yielding \$150K MoM during the pandemic; reduced 400lbs of paper waste and rescued over 15Klbs of food at the 2019 Waste Management Open

Back:us Agency / Principal / CBO

2014 - 2019

fractional CBO / CMO consultancy

- Responsible for day-to-day agency operations, client brand and marketing strategies, campaign development, creative direction, and KPI reporting

Career Objectives

- Bridge the gap between Sales and Marketing; Marketing and Design
- Lead MarCom teams by developing clarity and alignment, ensuring an understanding of “why”, not just “what”
- Be a hands-on, servant leader, using my design skills to help creative teams when and where needed
- Collaborate with senior leaders by being the voice of the customer, and reason for the brand; ensuring we see through the lens of our customer(s)
- Use a relevant MarCom tech stack to centralize data for faster, more efficient decision-making
- Bi-annually review and revise the customer journey, ensuring a transition from customer to advocate

Skills & Tech



Creative Direction / Adobe Suite



Inbound Marketing / HubSpot



Inbound Marketing / UnBounce



Inbound Marketing / MailChimp



Digital Marketing / GoogleAds



Project Mgmt. / Asana, Trello, Monday

Education

- The Art Institutes Graduated 2007
BFA / Advertising

Certificates

- HubSpot Academy Completed 2023
Inbound Marketing

Available Upon Request

- Work experience 2007 - 2014
AZPRO / eleph'ant DnA / Success Communications / Arvizu
- References / Testimonials