



WOODY STOUDEMIRE

Marketing Ghost / Virtual Marketing Director

OBJECTIVE As an experienced marketing consultant, I will serve as your marketing visionary on an "as-needed" basis. This relationship will enable you to realize better customer retention, new prospects, more sales conversions and profitability.

PROFESSIONAL SUMMARY

- 30 years of marketing and C-level management advisory experience
- Successful track record in both Business to Business (B2B) and Business to Consumer (B2C) marketing, including development and implementation of plans and strategies that led to desired strategic outcomes
- Excellent communicator, easy to work with and a trustworthy advisor
- Proven experience exploring options and targeting opportunities to reach business goals

EDUCATION

- BS Communications, 1988, Appalachian State University
- 30 years as a self-employed marketing expert

SKILL SET

- Critical thinker who analyzes hypothetical situations and abstract concepts to derive valuable insights
- Experienced in forecasting long-range outcomes and development of creative business strategies to meet goals
- Comfortable scoping and planning marketing, coordinating available resources, establishing consensus and buy-in by fostering relationships
- Accustomed to fast-paced, dynamic business environments and simultaneous management of multiple time-critical projects
- Proficient with strategic and business marketing analytic frameworks, market research, and competitive intelligence
- Detailed process and documentation for tracking and reporting on marketing initiatives
- Works collaboratively in a team environment
- Skilled in business development, including product development and creation of go-to-market strategies
- Proactive problem-solving leadership



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EXPERIENCE

1989 - Present

Owner/Manager/Creative Director at Gotham, LLC (www.GothamStrategic.com)

In 30 years, I have created and deployed successful strategic marketing plans and initiatives for business to business and business to consumer accounts in the United States, Russia, Sweden, France, Austria, Germany and Japan.

2008 - Present

Owner of X-Factor Web Marketing (www.X-FactorMarketing.com)

In 2008, I created X-Factor Web Marketing as an innovative avenue for clients to capture greater Internet market share. X-Factor's innovative platform fuses public relations with social media and web optimization to attract pre-qualified clientele to a company's website.

2010 - Present

Owner/Consultant at MarketingGhost (www.MarketingGhost.com)

MarketingGhost is designed for clients who desire an experienced Marketing Director on a part-time or virtual basis. Services are provided for a minimum of 10 hours per month with no contracts. MarketingGhost rates are affordable to appeal to mid-sized businesses.

AWARDS & RECOGNITIONS

Eagle Scout

Former Vestry Member and Warden at St. Alban's Episcopal Church, Hickory, NC

Numerous ADDY and Business Marketing Awards for Creative Excellence

Twice nominated for Business Person of the Year in Catawba County, NC