



## WOODY STOUDEMIRE

MarketingGhost/Chief Marketing Officer

### 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 in 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 developing creative business strategies to meet goals
- Comfortable scoping and planning marketing, coordinating available resources and 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



## EXPERIENCE

### 1989–Present

Owner/Manager/Creative Director at Gotham, LLC ([www.GothamStrategic.com](http://www.GothamStrategic.com))

Since 1989, I have created and deployed successful strategic marketing plans and initiatives for B2B and B2C accounts in the United States, Russia, Sweden, France, Austria, Germany and Japan.

### 2008–Present

Owner of X-Factor Web Marketing ([www.X-FactorMarketing.com](http://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 prequalified clientele to a company's website.

### 2010–Present

Owner/Consultant at MarketingGhost ([www.MarketingGhost.com](http://www.MarketingGhost.com))

MarketingGhost is designed for clients who desire an experienced chief marketing officer 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

- Google Certified for Google Ads, Mobile and Display, Shopping Ads, Digital Sales, Video, Search and Analytics
- 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