



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)

Since 1989, 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

- 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