



MARK GLESNE

MARKETING DIRECTOR

LET'S TALK

(805) 427-2129

markglesne@gmail.com

SUMMARY

Experience 15+ years
Currently Marketing Director

CONTACT

Mobile (805) 427-2129
Email markglesne@gmail.com

EDUCATION

Bachelor's Communications ('03)
Concentration Advertising & PR

EXPERTISE (A-Z)

- B2B & B2C Marketing
- Content Marketing
- Ecommerce Marketing
- Email Marketing
- Lead Generation
- Lead Nurturing
- Lead Qualification
- Live Video & Event Marketing
- Marketing Task Management
- Marketing Team Leadership
- Public Speaking
- ROI Analysis & Reporting
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Social Media Marketing
- Value Proposition Development
- Web Analytics & Reporting

TIMELINE

- TODAY** Marketing Director
HarperCollins
Nashville, TN
- 2015** Director of Marketing
& Digital Commerce
TOL, Inc.
Calabasas, CA
- 2012** Web Marketing Director
Bed|Stu
Camarillo, CA
- 2009** Marketing Campaign Analyst
SAGE Publications
Thousand Oaks, CA
- 2007** Online Marketing Manager
BORBA / eBalanz
Santa Monica, CA
- 2003** Marketing Specialist
OmniUpdate
Camarillo, CA
- 2003** BA Communications
California Lutheran University
Thousand Oaks, CA

ABOUT

Since launching my career in 2003, I have spent 15+ years balancing both the art and the science of marketing—both the analytical and creative sides of what it takes to stand out and create demand in today's increasingly noisy marketing landscape.

Guided by a P2P (person-to-person) marketing philosophy and driven by an entrepreneurial spirit, I thrive on the ever-changing challenge of leading marketing teams through creative, results-driven, and revenue-generating marketing strategy and tactics.

RECOMMENDATION

"Mark possesses the knowledge, skill, and marketing acumen to lead marketing initiatives that usher customers into a relationship with whatever brand he is working. Collaborating with Mark as a vendor, he fosters a strong and honest work ethic, and thoroughly considers team dynamics to ensure brand expressions are the result of effective team leadership. He trusts his team (which is a sign of an excellent leader), and is an expert in marketing ideation, strategy, and execution."

— Alexander Lopez
Senior Designer,
Microsoft AI & Research

SOCIAL

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