



David Baur-Ray

Brand Strategist • Digital Marketing Director

2119 Steele St
Longmont, CO 80501
T 651.252.9403
F 303.776.5522
Dave@NuclearNetworking.com

Skills

Inbound Marketing • Brand Strategy/Planning • Google Adwords • SEO/SEM • Conversion Rate Optimization • Event Marketing • Content Writing • Digital Marketing • UX/UI • B2B Marketing • Paid Search Advertising • Print/Web Design • Social Media/Community Building • Hootsuite • Google Analytics • Photoshop/ Illustrator • WordPress • Customer Journey Mapping • A/B Testing • WordPress • Conversion Allocation • Basic HTML • Marketing Analytics • Landing Page Optimization

Intangibles

Entrepreneurial • Works with C-Level Executives • Problem Solver • Creative/Critical Thinking • Idea/Solutions Guy • Works well on big projects • Strong Interpersonal Skills • Solid Business Acumen • Qualitative & Quantitative Analytical Skills • Fine Salesmanship • Fast Learner • Trainable • Gregarious People Person • Effective Networker

Experience

Digital Marketing Director, Nuclear Networking - Digital Marketing Agency

Longmont, CO (2015 – Present Day)

Directing cross-functional teams, building integrated digital marketing campaigns and effective inbound sales funnels that drive online conversions/leads using various digital marketing channels. This role involves hands-on accountability for a mix of digital marketing services including: SEO/SEM, web design/ UX, content, paid search, and conversion rate optimization for both, in-house growth of Nuclear Networking and the list of clients the agency serves.

Key Performance Indicators

9x Overall Agency Growth since joining Nuclear Networking

322% ROI for current clients in David's portfolio



CONTINENTAL
CREDIT



NCC
NATIONAL CREDIT CARE



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Marketing Director, DaVinci Institute – Futurist Think Tank + Coding Bootcamp Westminster, CO (2014-2015)

Involvement in the 3x growth rate of this 15+ year old company included planning/strategy, branding + positioning, SEO/SEM, competitive analysis, building an inbound digital marketing funnel, content writing, press releases, website design, building creative assets (digital/print), social media management, event planning + promotion, and building key relationships within the community.

Key Performance Indicators

303% Overall Company Growth Rate
Within One Year

400% Lead/Application Increase

8x Increase in Search Visibility

335% growth in social media following + engagement



Marketing Consultant (2012-2015)

Worked within a breadth of marketing realms + companies – from complete brand building, web/print/logo design, + copywriting for small businesses to building marketing campaigns for State Farm. Freelance work has opened up a range of new skills + challenges.



Marketing Manager, Liberty Tax Service

Denver, CO (2010 – 2012)

Certified in Liberty Tax's Effective Operations Franchisee Program. Familiar with all operations of a Liberty Tax franchise including: start-up, management, and marketing plan. Managed business-to-business networking, built customer relationships, hired waver teams, created brand awareness, storefront signage, advertising print/visuals, and helped develop the customer experience.

Key Performance Indicator

14th highest grossing

Liberty franchise in Colorado
within two-years

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Education

Bachelors of Science in Strategic Advertising at the University of Colorado at Boulder (School of Journalism): GPA 3.5

Bachelors of Arts in Humanities at the University of Colorado at Boulder (College of Arts and Sciences): GPA 3.2

Other Adventures + Experiences

Created One of the First Coding School/Bootcamp Marketing Plans + Business Models for DaVinci Coders, Louisville CO 2012

Built a Successful Proposal to Create the Futurist Hall of Fame at the DaVinci Institute, Westminster 2012

Worked on the Marketing Team for CluchCon - Colorado's First International Video Game Convention – Established a video game developers demo area, featuring Colorado's largest game dev studios

Exchange Student, University of Wollongong; Wollongong, NSW Australia (2010)
Awarded an exchange student scholarship by the University of Colorado. Also traveled and backpacked through New Zealand, Fiji and the Eastern Coast of Australia.

Semi-Professional Hockey Goalie, Professional Inline Hockey Association (PIHA)
Colorado Springs, CO; (2006 – 2010)

Assistant Coach, Longmont High School Ice Hockey Club Longmont, CO (2005-2007)
Level 2 USA Hockey Certified Coach.

Lead Goalie Instructor/Founder of a Colorado Goalie Camp Longmont, CO (2006-2010)

Entrepreneur/Co-Founder, of the first Segway Dealership & Tour Group; Denver, CO (2006-2007) – Selected out of 13 other entrepreneurs who were all vying for the exclusive rights to sell Segways in Denver

Founding Father/President of a Virtual Micro-Nation (2007-2010) Drafted and installed an effective governmental system and community infrastructure. Built an international virtual society, culture, and community of 3,000+ active members.