

# David Baur-Ray

Brand Strategist • Digital Marketing Director



PO Box 551  
Longmont, CO 80501  
T 651.252.9403  
Dave@NuclearNetworking.com

## Skills

Inbound Digital Marketing • Planning + Strategy • Branding + Positioning • Project Management • Google Adwords • SEO/SEM • Conversion Rate Optimization • Content Writing • Adwords Certified • Website Design • Landing Page Optimization • Print + Digital Design • Social Media Strategy • Press Releases • Reverse IP Engineering • The Google Suite • Photoshop + Illustrator • WordPress • UX/UI • A/B Testing • Conversion Tracking + Measurement • Marketing Analytics • Landing Page Optimization • Click Funnels

## Experience

### Digital Marketing Director, Nuclear Networking - Digital Marketing Agency

Denver, CO (2015 – Present Day)

Directing cross-functional teams, building integrated digital marketing campaigns and effective inbound sales funnels that drive online conversions using digital marketing verticals. This role involves hands-on accountability and finding solutions for both, the in-house growth of Nuclear Networking and the clients the agency serves.

#### Key Performance Indicators

**9x** overall agency growth after employing business strategy

**217%** AVG ROI for clients in David's client portfolio



### Marketing Director, DaVinci Institute – Futurist Think Tank + Coding Bootcamp

Westminster, CO (2014-2015)

Engineered the inbound sales funnel that grossed a 3x growth rate for this 17+ year old company through planning/strategy, digital campaign building, branding + positioning, SEO/SEM, content marketing, website, digital, + print, social media, event planning + promotion, and key influencer networking

#### Key Performance Indicators

**320%** revenue increase within 1-year

**400%** Lead/Application Increase

**10x** Increase in overall search visibility



Futurist Speaker  
THOMAS FREY





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## Marketing Consultant (2012-2015)

Worked within a wide breadth of marketing realms + companies – from complete brand development, web/print/logo design, + copywriting for small businesses to building entire marketing campaigns for State Farm.



## 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

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## Other Adventures + Experiences

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

**Built the foundational proposal to build the Futurist Hall of Fame, 2012**

**Established a video game developers demo area, featuring 25 of Colorado's largest game dev studios for CluchCon ( International Video Game Convention), 2015.**

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

**Founding Father/President of a large virtual micro-nation (2007-2010)**

**Semi-Professional Hockey Goalie, Professional Inline Hockey Association; (2006 – 2010)**

**Assistant Coach, Longmont High School Ice Hockey (2005-2007) Level II USA Hockey Certified Coach.**

**Lead instructor/founder of a Knights of the Ice Hockey Goalie Clinic (2006-2010)**

**Entrepreneur/Co-Founder, of the 1st Segway® dealership & tour group in Denver 2006-2007**