

David Baur-Ray

Brand Strategist • Digital Marketing Director



651.252.9403
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KPI's

7-years of
Director Experience

37 Accounts
Directed

\$1.3m Budget
Managed

Skills

Inbound Digital Marketing • Planning + Strategy • Branding + Positioning • Project Management • Budget Planning • PPC (Adwords Certified, Bing, Facebook) • SEO/SEM • CRO • Marketing Analytics • Content Marketing • Web Design • Print + Digital Design • Social Media Strategy • PR • Reverse IP Engineering • The Google Suite • Adobe Photoshop + Illustrator • WordPress, Joomla, Magento • UX/UI • Conversion Tracking + Allocation • Landing Page Optimization • Customer Journey Mapping • Analytics + Reporting

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 a full-suite of digital marketing verticals. This role involves hands-on accountability, finding solutions for both, in-house growth of Nuclear Networking and our clients. From SEO, Adwords, content marketing, and full marketing consulting for large accounts.

Key Performance Indicators

9x overall agency growth after employing my business model growth strategy

217% AVG Measurable ROI for clients in current portfolio



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

Westminster, CO (2014 - 2015)

Engineered an inbound marketing funnel that grossed a 3x growth rate of a 17-year-old company through planning/strategy, branding + positioning, SEO/SEM, content marketing, web design, social media, event promotion, and key influencer networking.

Key Performance Indicators

320% ROI within 1-year of executing initial marketing strategy

400% Lead/Application Increase



Futurist Speaker
THOMAS FREY



Marketing Consultant (2012 - 2015)

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



Marketing Manager, Liberty Tax Service

Denver, CO (2010 – 2012)

Certified + familiar with all operations of a Liberty Tax franchise including: start-up, management, and marketing plan. Managed the marketing operation and staff of 4 Liberty stores.

Key Performance Indicator

14th highest grossing Liberty franchise in Colorado in only two-years

Education

Bachelor of Science in Strategic Advertising – University of Colorado at Boulder

Bachelor of Arts in Humanities – University of Colorado at Boulder

Adventures + Experiences

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

Created one of the first working coding school/bootcamp marketing plans + business models for DaVinci Coders, 2012

Built a successful proposal to build the Futurist Hall of Fame, 2012

Exchange Student, University of Wollongong; Wollongong, NSW Australia (2010)

Awarded exchange student scholarship, also backpacked through Oceania

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

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

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

Assistant Coach, Longmont High School Ice Hockey + Lead instructor/founder of a Knights of the Ice Hockey Goalie Clinic (2005-2010)