



# Richard Whirley

## Digital Marketing Professional

My 15 year background in web-development, online marketing, SaaS, and e-commerce solutions provides me with a unique set of skills and experiences that will benefit any organization wanting to better leverage their online presence to directly impact their bottom line.

## Experience

### 2017 - Present

System X Designs | Athens, GA

#### Senior Director of Marketing

- Lead projects ranging from single office businesses to **several hundred million dollar corporations**
- Implemented SOPs for On-Page and Off-Page SEO strategies, Paid Ad and Lead Gen, automation sequences, onboarding processes, and more
- Primary point of contact for national and key accounts
- Overseen the development of extremely complex projects
  - E-Commerce sites with **several hundred thousand products** and inventory in multiple warehouses
  - Developed original strategies for our clients to be able to compete head to head against **Fortune 100 companies** with only a fraction of the budget
- Developed and implemented marketing Co-Op programs for clients on a national basis
- Lead key client initiatives for software development, systems integration, e-commerce campaigns, lead generation, nurturing sequences, and more

### 2020 - Present

Ninja Marketing Solutions | Online SaaS Suite

#### Marketing Solutions Architect

- Created SaaS suite for Digital Marketers accompanied by training videos
- More than 1,500 followers, group members, and paying customers
- Flagship tool streamlines the prospecting process and automates B2B outreach
  - <https://nurture.ninja>
- Created integrations from our tools into most major CRM platforms and automation systems
- Additional tools create operational efficiency for highly technical tasks for Search Engine Optimization
- Examples of my training tutorials available at the link or QR below
  - <https://www.richardwhirley.com/sample-tutorials>



### 2015 - 2017

Print Direction, Inc. | Norcross, GA

#### Vice President of Business Optimization and MIS

- Developed software solution that resulted in **\$16M in additional contract value**
- Oversaw team of developers responsible for process automation and SaaS development
- Responsible for reducing the cost of operations by reducing or eliminating inefficiency within the production process
- Lead development group in building out a software solution that revolutionized the internal processes for data management on complex printing campaigns
- Served as the primary contact for many key customers and oversaw all of the software solutions that prevented the accounts from leaving
- Presented our custom solutions to the highest levels of the client companies (CEOs, VPs, Board Members, etc.)
- Implemented the software solutions at each client, assisting in profiling their multi-unit locations

## Contact

### Phone

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### Email

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## Expertise

- Digital Marketing Comprehensive Strategy
- Search Engine Optimization
- Software as a Service
- Website Design & Development
- Paid Ad Strategies
- Lead Generation
- CMS (WordPress, Joomla, etc)
- CRM (SalesForce, HubSpot, etc.)
- E-Commerce
- Marketing Automations
- Chatbots
- Public Speaking
- Leadership & Management
- Email Marketing

## Certifications

### Academy for Ads by Google

- Google Digital Garage
- Google Analytics
- Google My Business
- Adwords Fundamentals
- Adwords Mobile

### Dale Carnegie Institute

- Communications and Human Relations
- The Sales Advantage
- High Impact Presentations
- The Art of Sales Influence



<https://linkedin.com/in/richardwhirley>



<https://facebook.com/richardwhirley.marketing>

# Experience - Continued

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2014 - 2015

Maytronics US, Inc. | Norcross, GA

## Director of Marketing

- *President's Award* for conveying excellence and integrity including positive attitude, willingness to adapt and contribute to all challenges while embracing and enhancing company culture.
  - This is the highest award offered by the company
- Elite Dealer Program - Project Manager (**1,200+ Dealers** in the US and Canada)
  - Managed team of seven members across US and Israel organized for marketing needs, development, and maintenance interaction with the site on a day-to-day basis
  - Developed scope of work, project requirements, timelines and dependencies, and task assignments necessary to meet deadlines for development and launch
  - Integrated the online systems with the existing business model for uninterrupted use of corporate ERP system
  - Created system of "Rewards Points" that would protect acceptable margins while presenting attractive incentives for repeat business
  - Developed Standard Operating Procedures ranging from organization and development to processing orders and maintenance of the site
  - Created Mobile App of entire system for sales team to use in presentations as well as for customer use in field
- Responsible for all company tradeshows, national events, and national marketing and advertising campaigns
- Oversee project management of new e-commerce systems, systems automation, project development, and program changes in the marketing and sales departments
- Responsible for approximate annual **budget of \$2M** allocated for rebates, programs, sales incentives, etc.

2011 - 2014

SED International, Inc. | Lawrenceville, GA

## Director of E-Commerce

- Oversee team of developers that provided content for the EDI channel worth **\$15M+ in monthly revenue** and **e-commerce sales of \$500,000+** in monthly revenue
- 2x Employee of the Quarter for exemplifying excellence in the company's core values
- High Achievers Support Champion; provided outstanding oversight in system automation and project management for company procedural changes and cost savings
- ADEPT Award Winner; substantial increase in company profit by implementing new strategies to grow online revenue and increase customer breadth
- Within six months from hire, I produced a **139% increase in online revenue** and **207% increase in number of online orders**
- The incentives and changes I implemented directly resulted in the most profitable month in company website history

2010 - 2011

Integrated Power Solutions | Covington, GA

## Regional Account Manager

2009 - 2010

Briggs Equipment | Atlanta, GA

## Account Manager / Outside Sales Representative

2007 - 2019

Kappa Sigma Endowment Fund | Charlottesville, VA

## Area Development Manager



## Education

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Georgia College & State University

- BBA - Marketing - 2006
- Minor: Management Information Systems

## Public Speaking

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- Presented to audiences of more than 1,000 members in dozens of major US cities/states
- Have presented to corporate boards and all levels of C Level leadership at both employing companies as well as client companies

## Favorite Quotes

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- "If you can't measure it, you can't manage it."
- "If it's not about winning, why do we keep score?" - *Vince Lombardi*
- "An effective process should produce results that are predictable, repeatable, and scalable." - Me

## Family

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**Wife: Amanda Whirley**

Married: September, 2015

**Son: Hudson Whirley**

Born: October, 2019

**Son: Hayden Whirley**

Born: January, 2022

## Languages

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English

Spanish