

# RICHARD WHIRLEY

1140 Bent Creek Road | Watkinsville, GA, 30067 | (478) 456-3772 | contact@richardwhirley.com

## PROFESSIONAL EXPERIENCE

My 15 year background in web-development, online marketing, and e-commerce solutions combined with my successful track record in business-to-business sales enable me to strongly contribute to the marketing strategies of any company seeking an increase in market share. (Please visit [www.RichardWhirley.com](http://www.RichardWhirley.com) for more information about my professional work history.)

President / Project Management Lead  
*System X Designs*

Dec '07 to  
Present

- Digital marketing agency with experts in Content Management Systems, E-Commerce Platforms, SEO, PPC Advertising, Mobile Apps, and Process Optimization/Automation
- Specialize in finding applicable business solutions pertaining to company goals and integrating online strategies
- Many other similar projects available upon request, available at [www.SystemXDesigns.com](http://www.SystemXDesigns.com)

Vice President of Business Optimization and MIS  
*Print Direction, Inc.*

May '15 to  
Dec '17

- Tasked with achieving enhanced process efficiency throughout any/all departments of the company
- Correct the trend of "loss leaders" in a commodity driven industry by the following
  - Reduce the cost of operations by reducing or eliminating inefficiency within production process
  - Offer clients something other than cost savings on printed goods, allowing them to save money or effectively scale projects without additional costs
    - This was accomplished through a software solution we developed and offered to client Marketing and Operations departments
  - Lead development group in developing software solution that revolutionized the internal process for data management on complex printed marketing campaigns
  - Serve as the primary contact for several key customers and oversaw all of the software solutions that prevented the accounts from leaving
  - Present our custom solutions to the highest levels of client companies (CEOs, VPs, Board Members, etc.)
  - Implement the software solutions and assist in profiling each of the multi-unit locations

Director of Marketing  
*Maytronics US, Inc.*

Jan '14 to  
May '15

- *Elite Dealer Program* – Project Manager
  - Managed team of five 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
  - Created system of "Rewards Points" that would protect acceptable margins while presenting attractive incentives for repeat business
- 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 annual budget of \$2M+ allocated for rebates, programs, sales incentives, etc.

Director of E-Commerce  
*SED International, Inc.*

Oct '11 to  
Jan '14

- Oversee team of people that provide content for EDI channel worth \$15M+ in monthly revenue
- Oversee all website sales which exceed \$500,000 in monthly revenue

- 2x Employee of the Quarter (Q2Y12 and Q2Y13) for exemplifying excellence in company's core values:
  - *High Achievers Support Champion* (April-June 2013); provided outstanding oversight in system automation and project management for company procedural changes and cost savings
  - *ADEPT Award Winner* (April-June 2012); substantial increase in company profit by implementing new strategies to grow online revenue and increase customer breadth
- Within 6 months from hire, produced 139% increase in online revenue and 207% increase in # of online orders by implementing online freight incentives, rebates, and fixing problems with the site that customers suggested
  - Above incentives and changes directly resulted in the most profitable month in company website's history
- *SED Marketing Site – Project Manager*
  - Responsible for defining project scope of work, IT requirements and personnel demands, departmental information requirements, and strategies for deployment deadlines to maximize corporate ROI
  - Implemented cross-departmental procedural and technological changes including new account set-up, credit card authorization, drop ships, RMA requests- automating a large part of our business and saving the company tens of thousands of dollars
  - Integrated New Customer Acquisition process with our Latin-American divisions to control required information for overseas accounts

Regional Account Manager  
*Integrated Power Solutions, Inc.*

June '10 to  
 Oct '11

Account Manager / Outside Sales Representative  
*Briggs Equipment*

Oct '09 to  
 Jun '10

Area Development Manager  
*Kappa Sigma Endowment Fund*

Mar '07 to  
 Oct '09

## SKILLS & ABILITIES

### Communication

- Bilingual in English and Spanish
- Very strong public speaking skills, having presented to audiences of more than 1,000 members in dozens of major US cities/states

### Technology

- Highly skilled in the following languages / systems / platforms
  - HTML
  - PHP
  - MySQL
  - CSS
  - Organic SEO
  - Local SEO
  - PPC Advertising
  - Google Analytics
  - Joomla
  - Wordpress
  - Magento
  - Drupal
  - Microsoft Office
  - Microsoft Access
  - Photoshop
  - Mobile Apps

## EDUCATION AND CERTIFICATIONS

Bachelor of Business Administration  
*Georgia College & State University*

- Major: Marketing
- Minor: Management Information Systems

*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