

CMO ■ SENIOR VICE PRESIDENT OF MARKETING ■ VP E-COMMERCE ■ COO

Devising strategies to connect brands, products, and services with target markets for maximum impact

Veteran marketer with strategic mindset and laser focus on goal achievement. Well-rounded, hands-on executive experienced across marketing, customer service, sales, business development, creative, ecommerce, and analytics. Expert at quickly grasping essential business challenges and opportunities, creating strategies to drive results and exceed goals, and leading teams to execute plans. Advocate of data-driven decisions and of employing test–learn–apply mindset and action. Possess deep and broad experience across all marketing disciplines (traditional, digital, acquisition, retention). Builder and leader of high-performing teams.

- **Grew revenue at HealthXYZ from \$10M to \$50M+.**
- **Shrunk job-seeker CPA 82% at JobzRUs.**
- **Drove revenue from \$1M to \$25M in 2 years at FlyThereStat.**
- **Consistently created immediate, positive impact upon joining companies and as a result was repeatedly asked to expand responsibilities and scope** (HealthXYZ, BuzzSaw Interactive, FlyThereStat, JobzRUs, Wowx.com, and TweenCasualShop).

Core competencies: marketing strategy/execution, performance marketing, communications, public relations, research, product management, customer service.

Professional Experience

HEALTHXYZ, City, ST | 09/2016 – Present

Senior Vice President, Revenue and Chief Customer Officer

Report to company owners with mission to establish professional marketing practices and scale. Oversee all revenue-generation including marketing, customer service, wholesale partners, business development, creative, and ecommerce. Manage 4 direct reports (VP creative, senior marketing manager, and managers of customer success and educational marketing). Administer ~\$1M budget. Promoted from VP Marketing/Customer care (2020).

- **Increased revenue from \$10M to \$50M+ in 5 years while protecting profit margin.**
- **Expanded monthly email channel revenue 25X (from \$40K to \$1M) within 2 years** by devising cohesive email-marketing strategy, combining it with analytics-backed promotional strategy, and implementing a martech system.
- **Multiplied monthly paid-search marketing channel revenue 10X (from \$50K to \$500K) within 1.5 years** by hiring consultant and collaborating on expanded keyword and creative testing, aggressive bidding strategies, and landing-page optimization techniques.
- **Enlarged revenue from SEO 40%** by intensifying focus on core industry generic search terms, launching blog, and technically optimizing site.
- **Raised monthly phone-order revenue 25%** by assuming control of customer-service team, creating sales incentives, implementing new phone system and internal knowledge base, commencing regular training sessions, and instituting quarterly Net Promoter Score surveys.



BUZZSAW INTERACTIVE, City, ST | 01/2014 – 09/2016

Vice President, Digital Marketing

Recruited to energize and grow underperforming digital marketing/media team for mid-size agency. Oversaw \$3M aggregate monthly media budgets and clients in education, technology, B2B, B2C, CPG, nonprofit, insurance, financial services, and healthcare.

- **Grew team from 5 to 23, clients from 10 to 30, annual billings from \$500K to \$5M, and overall contribution to corporate revenue from <1% to ~20% in 1.5 years** by realigning existing team based on competencies, making strategic hires, creating sales plan, and defining key value differentiators.

RA CONSULTING, City, ST | 09/2012 – 12/2013

Launched consulting practice, developed clients, and led engagements in ecommerce marketing, SEM, SEO, lead gen, and analytics.

- **Contributed to 300% traffic increase for educational-services client** by creating organic-search traffic and affiliate-marketing strategies.

Continued ...

TWEENCASUALSHOP, City, ST | 10/2011 – 09/2012**Vice President, Product and Marketing**

Recruited to direct strategic marketing and reverse 2 years of flat sales and traffic. Oversaw 10 direct reports in inbound and engagement marketing, PR, social-media marketing, and community building/management; eventually also took over product team.

- **Facilitated 500% sales increase** by driving marketing shift away from gift-giving parents and directly toward tweens.

WOWX.COM, City, ST | 01/2010 – 10/2011**Vice President, Product and Marketing**

Led 9-person team encompassing product management, inbound and engagement marketing, public relations, social-media marketing, user-community management, technical support, and analytics .

- **Increased member base from 600K to 1.3M and increased site traffic 30% in 1 year**, primarily through organic sources.
- **Conceptualized, defined product specs, and oversaw development of a mobile app that had 50K downloads in first year.**

RANDOMHOTELZ.COM, City, ST | 06/2009 – 01/2010**Chief Marketing Officer**

Helped pivot company from B2C hotel-search engine to B2B technology-integration play. Established partnerships with destination-marketing organizations.

- **Grew traffic 50% per month and revenue 100%** through viral-marketing campaign that drove 3M+ unique site visitors.

FLYTHERESTAT.COM, City, ST | 09/2006 – 06/2009**Director of Marketing**

Launched U.S. marketing for U.K. travel search engine. Started as sole marketing employee and built team of 5. Devised SEM, SEO, and social-media strategies to reposition product for U.S. travelers, initially focusing on performance marketing and expanding to brand campaigns. Administered \$15M annual budget.

- **Expanded sales from \$1M to \$25M, increased profits 800%, and grew traffic 30–40% annually.**
- **Propelled unique monthly visitors from ~1M to 3.5M** by using scientific approach to SEM, automating SEO, and performing analysis to capitalize on most-profitable keywords.

JOBZRUS.COM, City, ST | 11/2003 – 04/2006**Vice President, Analytics**

Joined to direct analytics across online campaigns, with scope rapidly expanding to first include offline, then worldwide analytics. Launched interactive agency and grew analytics team to 12 in under 1 year, executing 12 campaigns. Hired European analytics team.

- **Generated \$30M new revenue, achieved 125% ROI, reduced cost-per-acquisition (CPA) of job posters 60% and CPA of job seekers 82%, and drove highest traffic in company history** by executing analytics-driven campaigns and driving creation and implementation of in-house system to optimize ad placement for maximum effectiveness and profit.

Early Career History

MONOPOLY INVESTMENTS – Director of Marketing and Communications (2 years), **GIANT COMPANY** – VP Operations, Director Internet Marketing (2 years), **BRANDTHEBEST** – VP Marketing (1 year).

Education

PRESTIGIOUS UNIVERSITY – Master of Arts (M.A.), Communications.

SMALL STATE COLLEGE – Bachelor of Arts (B.A.)

Technologies

NetSuite ■ Epicor ■ Magento ■ Shopify ■ Google Analytics ■ C-4 Analytics ■ Tableau ■ Microsoft Power BI ■ Domo ■ MailChimp ■ Constant Contact ■ BlueCore ■ Klaviyo ■ Campaign Monitor ■ Exact Target ■ Adobe Suite ■ Optimizely ■ Visual Web Optimizer ■ Adobe Target ■ ZoomInfo ■ LinkedIn Sales Navigator ■ HubSpot ■ Sprout Social ■ Buffer ■ Mention ■ Brandwatch ■ Jira ■ Asana ■ Monday ■ SEMRush ■ Supermetrics ■ Screaming Frog ■ Marin ■ WordStream ■ Moz ■ SpyFu

RUTH ADAMCZAK resume strategy, by Phil Hurd:

This senior-level marketing and operations executive considers herself to be a business “Swiss Army Knife”, with a record of contribution across a very wide variety of business contexts and of additional responsibilities being given once she shows what she can do. She wants to remain flexible in the types of role she targets, including C-level, SVP, and VP roles, as well as concentrations in any/all of marketing, business development, operations, or ecommerce. Lots of information given to me (4-page original resume, and 20 pages of worksheet responses). She has had a higher-than-average number of jobs of short tenure (1-2 years), yet has accomplishments in each that advance her career story and are therefore problematic to omit. My challenge was to present her as someone who truly could be dropped into just about any type of situation and get results quickly, and back that up by lots of evidence, without having the resume too long, or seem scattered, or make her come across as a jack of all trades and master of none. To carry out this strategy, I dug deeply in the discovery process to make sure I had lots of tangible accomplishments that were quantified. I kept the bullets short to avoid reader fatigue, put hard numbers in for maximum impact, and bolded the actual accomplishments so that the reader’s eye would stay drawn to the right places in a busy resume. I probed extra hard about the client’s current company, since this also was almost a 5-year span, and to my good luck, I discovered that an important accomplishment metric (revenue growth) had very nicely happened evenly and steadily year-on-year, so I thought that was an obvious choice to present as a graph for great emphasis. I chose a subtle blue color for resume accents, and although it probably plays against type given this candidate’s high energy level and personal magnetism, I felt it would be the correct calming choice for the reader so that digesting this resume didn’t feel like being punched in the face ☺. Lastly, I tried to tie everything together in the summary—again, supporting words with hard numbers—to emphasize the twin themes of “I get things done” and “when companies realize what I’m capable of, they often give me a bigger role.”