

# Travis Foegler

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3714 8<sup>th</sup> Ave.  
San Diego, CA 92103

**Marketing, communications, and digital media professional** with well-developed project management skills and ten years of experience combining business insight and technology to launch products, manage branding initiatives, and implement lead generating and awareness campaigns.

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## Core Competencies

Strategic Marketing	Project Management	Website Development and Design
Search Engine Marketing (SEM)	Analytics, Reports, and ROI	Copywriting and Editing
Search Engine Optimization (SEO)	Customer Relationship Management	WordPress, Drupal, Joomla, and other CMSs
Email Marketing	Non-Linear Video Editing	Amazon Web Services (AWS)
Social Media Marketing	Graphic and Web Design (Adobe)	HTML, CSS, and SQL

## Professional Experience

**Digital Marketing Manager**, CorTechs Labs – San Diego, CA (January 2016 - Current)

*Create and manage digital strategies for PPC, SEO, brand awareness, and internal operations.*

- Oversee marketing automation and CRM operations on Pardot and Salesforce.
- Implemented and customized a customer management solution with integrated technical support, eCommerce, and recurring transactions.
  - Hosted on EC2 and includes encrypted payment gateway integration, email piping via Gmail, outbound email via SES, scheduled reporting, and data syncing with QuickBooks and Salesforce.
- Deliver biweekly analytics reports and a real-time marketing dashboard to enable data-driven decision making and provide departmental updates.
- Administer paid search, social networking advertising, landing pages, and webinars.
- Manage agency relationships, third-party developers, and video production.

**Interactive Fundraising Producer**, KPBS – San Diego, CA (October 2015 – January 2016)

*Created new strategies for increasing revenue from online donations.*

- Optimized donor experience and improved donation conversation rate in Convio (Blackbaud CRM).
- Managed fundraising content on kpbs.org through Ellington, a news publishing CMS.
- Multivariate testing, user behavior analysis, and online donation tracking.

**Account Manager**, BrightHaus Marketing Agency – San Diego, CA (August 2014 – October 2015)

*Managed marketing and digital strategy for multiple large clients.*

- **Increased organic Google web traffic by over 50%**, (average across multiple web campaigns).
- **Defined new marketing strategies**, web content, graphic re-designs, and user experience improvements.
- **Oversaw advertising budget**, PPC, and lead generation strategy.
- Project management and communications liaison between clients and developers.

**Online Marketing Manager**, ECOT - Columbus, OH (March 2011 to August 2014)

*Promoted in 2011 to take responsibility for the entire online marketing effort, centered on attracting, engaging, and recruiting students and their families.*

- **Increased leads by 300%** during a 6-month period through PPC campaigns and online marketing strategies.
- **Defined and maintained brand identity** across all ads, websites, and social media channels.
- **Managed \$800k per year online marketing budget.**

- Supervised Social Media Manager and Community Moderator positions.
- Cultivated a conversion strategy using Salesforce CRM and Marketo automated marketing platform.
- Maintained databases, domain names, host records and technical support for several websites.
- Implemented and managed email marketing strategy, including drip and nurturing campaigns.
- Wrote and edited marketing copy for websites, email, social media, and advertisements.
- Developed and managed landing pages and lead generation workflow.
- Managed social media presence on Facebook, Twitter, Instagram, and other networks.
- Regular collaboration with IT department and software developers utilizing Agile methodologies.
- Developed an employee communications portal using Drupal and Open Atrium.

### **Digital Media Manager, ECOT - Columbus, OH (February 2009 to March 2011)**

*Created highly effective systems and digital content for marketing and internal communications.*

- Website development, including:
  - CMS based social networking platform that quickly grew to 5,000 active users (Joomla).
  - External authentication with Microsoft Exchange Server via SOAP Web Service.
  - Video sharing website with HTML5 mobile friendly, branded player with social sharing features which utilizes CloudFront, S3, and Elastic Encoder.
  - CMS migration of database, all posts, comments, and images.
  - Web property design, wire framing, and user experience pathway optimization.
- Designed interactive orientation program completed by 15,000 online students yearly (Drupal).
- Created HD video and digital art for marketing and internal communications.

### **Marketing, Freelance Consultant (2008 through 2010)**

Responsible for developing various aspects of the client's online presence and marketing strategy, including: email marketing, copywriting, website design, website development, ad design, PPC management, and display advertising.

- Paramount Public Relations, Chicago, IL
- Two Jordan's Imaging, Columbus, OH
- Velocity Construction Management, Columbus, OH
- Sequoia Pro Bowl, Columbus, OH
- Veda Gilp and Associates, Columbus OH

## **Education**

### **Bachelor of Arts in Interactive Communications**

#### **Minor in Media Production and Analysis**

College of the Arts and Sciences at Ohio State University (December 2007)

### **Master of Science in Management**

Colorado State University - Global (July 2018)

## **Certifications**

- **Internet Marketing Association**, Certified Internet Marketer (2014)
- **eMarketing Association**, Certified eMarketer (2014)
- **Google AdWords**, Certified Partner (2016)
- **Bing Ads**, Accredited Professional (2015)
- **Google Analytics**, Certified (2016)