

Gray Robinson

DIGITAL MARKETER

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PROFILE

My objective is to build a brand that becomes a true love mark for customers and exceeds business expectations by delighting customers. By leveraging my background in analytics and strategy with my BrainStation technical training, I aim to lead the digital marketing for world class brands.

SKILLS

Brand Strategy, Content Marketing, Email Marketing, Social Media Marketing, SEM, SEO, PPC, Analytics and Reporting, Presenting

TOOLS

Google Analytics, Google Ads Manager, Google Tag Manager, Facebook Ads Manager, MailChimp, Screaming Frog, Moz, Tableau, Squarespace, ShipStation, JMP, Qualtrics, Survey Gizmo, MS Office, Basecamp

CERTIFICATIONS

Advanced Google Analytics, Google Analytics for Power Users

RELEVANT EXPERIENCE

Executive Team | F5 Sports

AUG 2018 – MAY 2019, WINSTON SALEM, NC

- Built and deployed the brand strategy and digital marketing plan to launch a new brand and generate sales starting in week one.
- Utilized Google and Facebook analytics platforms (1) to A/B test digital marketing executions that increased weekly website traffic, decreased CPC and bounce rate and (2) to A/B test website content and promotions that improved conversion.

Marketing Director & Strategy Director | SFW Agency

FEB 2016 – AUG 2018, GREENSBORO, NC

- Led segmentation, PTP and messaging studies for Primo Water to create a new brand strategy & campaign that drove 40% POS growth for water and 100% POS growth for dispensers in test markets.

Marketing Assistant | Hanesbrands

JUN 2014 – FEB 2016, WINSTON SALEM, NC

- Achieved 20% YOY POS growth as the acting marketing lead for the Champion Brand in the Printwear Channel.

OTHER EXPERIENCE

Business Development | 3 Waves Capital

SEP 2019 – JUN 2020, RALEIGH, NC

EDUCATION

BrainStation | Digital Marketing Diploma

JUN - SEP 2020, ONTARIO, CA

Wake Forest University | MBA

AUG 2012 - 2014, WINSTON SALEM, NC

With Distinction

University of Colorado | BA, English; Philosophy Minor

AUG 2000 - 2004, BOULDER, CO

With Distinction, *Summa Cum Laude*, *Phi Beta Kappa*

PROJECTS

taDIY Digital Marketing Initiative | Digital Marketing Strategist

JUL – SEPT 2020, BrainStation Capstone Project

Digital marketing strategy for the launch of taDIY, a how-to app for aspiring home improvement DIYers

Link: <https://drive.google.com/drive/folders/1hskwMfa-PuerdFfrDPigWpg5qEBQBppH?usp=sharing>