



LARRY M. JAMES

Digital Marketing & Content Manager

MISSION STATEMENT

As a seasoned Digital Marketing & Content Manager, my mission is to harness the transformative power of strategic digital marketing to amplify brand stories, foster engaging online communities, and drive tangible business outcomes. At Lamark Media, I aspire to merge my expertise in content creation, cross-channel marketing strategies, and analytical prowess to build and execute innovative campaigns that resonate with audiences and elevate the brand's presence in the digital landscape. My commitment to continuous learning and passion for digital innovation propels me to seek out the latest trends and technologies, ensuring that every marketing initiative not only meets but exceeds objectives and sets new benchmarks for success.

COVER LETTER

TO: Zenya Da Silva Gallagher

March 26, 2024

V.P. of Talent Acquisition / Lamark Media



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z Gallagher@lamarkmedia.com

Boca Raton, FL 33487

Dear Hiring Manager,

I am writing with great enthusiasm for the Digital Marketing & Content Manager position at Lamark Media, as advertised on ZipRecruiter®. With a robust background in spearheading digital and content marketing initiatives that enhance brand visibility and engagement, I am eager to bring my expertise to your dynamic team. My experience aligns with the innovative spirit of **Lamark Media**, and I am excited about the opportunity to contribute to your agency's growth and success.

At James Creative Content, I led a series of successful digital marketing campaigns that not only elevated our clients' online presence but also significantly improved engagement rates and conversions. By employing a strategic mix of content marketing, SEO optimization, and cross-channel marketing strategies, I was instrumental in achieving a 75% increase in audience engagement within a year. *My approach always involves a deep understanding of the target audience, allowing me to create compelling content that resonates and drives action. My hands-on experience with organic social media management, copywriting, and a keen eye for analytics has equipped me to deliver measurable results consistently.*

Lamark Media's commitment to creating extraordinary marketing campaigns that yield positive, measurable results for clients resonates deeply with my professional philosophy. I am particularly drawn to your integrated digital marketing approach and your focus on creating value and growth opportunities. I am confident that my strategic mindset, coupled with my creativity and proven track record in driving digital marketing success, will make me a valuable asset to your team. I look forward to the possibility of discussing how I can contribute to the continued success and growth of **Lamark Media**.

Thank you for considering my application. I am looking forward to the opportunity to further discuss how I can contribute to **Lamark Media** and am excited about the prospect of being part of such a forward-thinking team.

Larry M. James

Sincerely / Larry M. James



LARRY M. JAMES

Digital Marketing & Content Manager

SUMMARY

Dynamic Digital Marketing & Content Manager with over 5- years of experience in spearheading digital marketing strategies and content creation to build brands and drive results. Proven expertise in developing cross-channel strategies, managing organic social media, and crafting compelling content that enhances engagement and conversion. A strategic thinker with a track record of success in **B2C** demand generation, **B2B** lead generation, and Account-Based Marketing (ABM). Eager to bring my skills and creativity to **Lamark Media** to contribute to its mission of creating extraordinary marketing campaigns.

EDUCATION

2017 - NOW

(M.S.) IN COMMUNICATIONS
GRAND VALLEY STATE UNIVERSITY
Specializing in strategic communication practices with an emphasis on digital media.

2013 - 2016

(B.S.) IN ADVERTISING & PR
GRAND VALLEY STATE UNIVERSITY
Developed a robust foundation in advertising and PR within a liberal arts context, enhancing my skills in social media, digital communication, and analytics.

COMPETENCIES

- **Strategic Marketing:** Development and execution of comprehensive marketing strategies resulting in increased brand awareness and revenue.
- **SEO Mastery:** Advanced proficiency in SEO, enhancing online presence and market penetration.
- **Content Development:** Expert in crafting engaging and impactful content across various media.
- **Data-Driven Analysis:** Utilizing analytics to guide marketing decisions and drive ROI.
- **Leadership Excellence:** Leading high-performing teams to exceed operational objectives.

EXPERIENCE

2019-
NOW

DIGITAL MARKETING MANAGER | James Creative Content

- Orchestrated comprehensive social media campaigns, boosting client engagement and brand presence, including a 125% increase in Facebook followers.
- Pioneered SEO and local SEO campaigns, achieving a significant 15% uplift in web traffic.
- Led the integration of drone videography into marketing strategies, enhancing brand storytelling.

2022-
NOW

SOCIAL MEDIA MANAGER | Pinnacle Roofing Consultants

- Tailored digital marketing initiatives to the roofing industry, enhancing lead conversion through customized marketing funnels.
- Managed the Wix website, significantly improving SEO rankings and organic traffic.
- Produced high-quality content, establishing the brand as a thought leader in the roofing sector.

2022-
NOW

DRONE PILOT | AGXactly

- Executed precision mapping operations, delivering accurate 3D and Orthomosaic maps for agricultural analysis.
- Leveraged advanced drone technology to provide actionable insights, improving farm productivity and resource allocation.

CERTIFICATIONS

Social Media Marketing, LinkedIn Learning

Acquired advanced strategies for leveraging social media platforms to boost brand engagement and drive marketing objectives.

Foundations of Digital Marketing and E-commerce, Coursera

Gained comprehensive knowledge in digital marketing principles, e-commerce strategies, and data-driven marketing tactics.

AFFILIATIONS

2013 - 2022

STAFF SERGEANT & PSYOP TEAM LEADER

UNITED STATES ARMY RESERVE
Applied military psyops techniques to marketing strategies, overseeing the design and deployment of targeted promotional materials.

AWARDS

2016

SUPERIOR AWARD "BEST CAMPAIGN"

GRAND VALLEY STATE UNIVERSITY
Recognized for developing and executing an outstanding marketing campaign, showcasing creativity and effectiveness in communication strategies.

2013

MITCHELL W. STOUT LEADERSHIP AWARD

U.S. ARMY ADA NCO ACADEMY
Awarded for exceptional knowledge and leadership skills demonstrated during the Advanced Leaders Course.

2013

COMMANDANT'S LIST (TOP 10%)

U.S. ARMY ADA NCO ACADEMY
Recognized for academic excellence, placing in the top 10% of the class at the Advanced Leaders Course.

CONTACT

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EXPERIENCE

2022-2023

DIGITAL MARKETING MANAGER | RJ's Roofing Services

- Revamped digital strategies post-storm events, effectively targeting commercial restoration leads, which resulted in increased organic traffic and conversions.

2021-2023

DIGITAL MARKETING SPECIALIST | LR Contracting Inc.

- Enhanced local SEO for multiple Google My Business listings, amplifying visibility and community engagement within the Denver market.

2014-2022

STAFF SERGEANT & PSYOP TEAM LEADER | United States Army Reserve

- Demonstrated exceptional leadership and strategic communication skills, contributing to operational excellence and training success.

VOLUNTEER

2010 - 2013

SMALL UAS MASTER TRAINER United States Army

- Spearheaded the development and implementation of drone training programs, enhancing the operational capabilities of over 200 soldiers with a 98% mission success rate.
- Vigilantly enforced safety and operational protocols, maintaining a record of zero accidents, underscoring a commitment to safety and excellence.

SOCIAL

f @airborne0532

o @airborne0532

in @airborne0532

yt @airborne0532

REFERENCES

CASSIE SMITH

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JONAH ROZNOWSKI

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