



**JOE  
FRANKLIN**

**WEBSITE**

Joe-Franklin.com

**EMAIL**

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**PHONE**

415.823.4711

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**SUMMARY**

I'm a brand builder, creative director and marketing communications storyteller with nearly 20 years of experience on the agency and corporate sides. Expert in the strategy and execution of inbound and outbound tactics across the entire marcom mix, including digital, PR and branding. I bring a roll-up-my-sleeves, lead-by-example approach to deliver solid results, while also experimenting with innovative strategies that involve calculated risks.

**KEY SKILLS AND EXPERTISE**

- Brand and creative strategy development
- Company and product positioning, messaging and value propositions
- Inbound marketing: email, web, social, mobile
- Creative direction, copywriting, design, typography, multimedia
- Strategic thinker, presentation expert and big idea generator
- Outstanding analytical and quantitative skills
- Able to inspire through influence, motivate and provide sound direction
- Fanatical attention to detail, a strong work ethic and a sense of humor

**ACCOMPLISHMENTS**

- Increased online revenue to royalrobbins.com 65% y-o-y 2014 vs. 2013 (\$1.6M vs. \$1M)
- Delivered a 37% open rate & 23% click-through rate averaged across email campaigns for liveBooks, Inc.
- Reduced overall lead gen costs 15% for Riverbed Technology utilizing webinars, gated online collateral, email campaigns and direct mail
- Doubled site traffic to 2.8 million during summer tour season for VCASTLive.com
- Pitched and won \$1.3M Magellan Q4 campaign, leading creative development to surpass previous year's sales by 12%

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**PROFESSIONAL EXPERIENCE**

**Marketing Director**

**Royal Robbins | 2013 – 2015**

Accomplishments

- Increased online revenue to royalrobbins.com 65% year over year: \$1.6M 2014 vs. \$1M 2013
- Directed the successful transition of entire marketing department from Modesto to San Francisco, including hiring, training, and team building
- Strategized, executed and tracked an integrated marketing calendar and annual budget of over \$800K
- Directed four annual photo shoots - two lifestyle; two studio - including location scouting, photographer and model selection, and overall style
- Developed POS display program, oversaw bi-annual retailer workbook, and successfully managed a variety of outside vendors



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**Marketing Director**

liveBooks & Pinhole Pro | 2012 – 2013

Accomplishments

- Delivered a 37% open rate and 23% click-through rate averaged across email campaigns through improved opt-in strategies, exclusive offers and intelligent email blasting
- Raised Facebook community involvement from 4K to 12K likes through improved content strategies and Like campaigns
- Successfully oversaw the integration of two major brand acquisitions, including new pages to sites, press relations and media outreach, social media communication, and more
- Developed and implemented successful marketing plan and brand building strategy across brands
- Planned multiple high-profile trade show events, from booth graphics and design to messaging strategies, shipping and onsite logistics, speaker lineups and more

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**Sr. Copywriter**

Riverbed Technology | 2009 – 2012

Accomplishments

- Reduced overall lead generation costs 15% utilizing keyword-rich, benefit-oriented copy, and by analyzing and optimizing ad performance
- Conceptualized, tested and revised successful lead generation and banner campaigns; advised on generation and management of opt-in lists
- Managed and executed print and digital initiatives to support the website, lead generation, events, product marketing, and campaign teams
- Collaborated with regional marketing heads to ensure the global brand alignment of print and digital signage, collateral, event materials, emails, and more
- Conceptualized and sold in high-level campaigns to senior executives, including the CEO

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**Associate Creative Director / Sr. Copywriter**

Seismicom | 2007 – 2009

Accomplishments

- Pitched and won \$1.3 million Magellan Q4 campaign, leading creative development to surpass previous year's sales by 12%
- Helped develop the brand identity for Haagen-Dazs' 'Reserve' line of ice cream and extended it through web and packaging copy and in-store signage
- Improved client lead generation efforts via tactics including: online promotions, events, giveaways and sweepstakes, mobile apps, micro-sites, direct mail, newsletters and much more



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**Copywriter**

**Gyro International** | 2003 – 2006

Accomplishments

- Developed award-winning campaigns for WebEx, Sun Microsystems, and Avaya
- Developed, documented and maintained the agency's brand voice
- Ensured the consistency and excellence of a wide variety of marketing materials including: direct mail, email, multimedia, case studies, brochures and websites

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**Managing Editor**

**Unixinsider.com** | 1997 – 2003

Accomplishments

- Instrumental in launch of the site, including design and navigation schemes
- Interviewed, hired and managed one full-time editor and multiple freelance writers
- Identified emerging marketplace trends, developed editorial calendar, and wrote and assigned stories accordingly
- Increased daily average site traffic from zero to over 800 unique daily visitors

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**EDUCATION**

- University of Iowa – B.A. in English and Journalism
- eMarketing Association – Certificates in Advanced Email Marketing, Website Marketing, Social Media Marketing and SEO
- Direct Marketing Association – Certificate in Direct Marketing