

aaron truax

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PROFILE

Strategic marketing professional with 10+ years of excellence with demonstrable success in marketing stratagem, team leadership, international public relations, print and digital design. Master of SEO, SEM, and mixed-media integration and tracking.

EXPERIENCE

Head of Digital Marketing

Sartorius AG | LPS Division | Remote, USA | July 2017 – Present

- Led remote team of four FTEs, digital strategic planning and execution, department budget, and vendor relationships
- Launched complex, gated eCommerce solution in 10 countries
- Reimagined UX to 3x conversion rate and more than 2x traffic on hyper-targeted international lead generation pages
- Programmed live chat bot to expedite customer interactions, reducing lead-to-sale cycle by up to 90%
- Launched SEO revision efforts to increase overall sister site traffic more than 6x with long-tail growth
- Increased digital channel revenue \$10M+ in six months

Director of Marketing and Communications

Jewish Federation of San Diego County | San Diego, CA | August 2011 – July 2017

- Managed team of five FTEs, top of funnel campaigns for high tech low touch donors, and marketing vendor relationships
- Redesigned and relaunched responsive website to 4x increased traffic, ½ bounce rate, and 2x increased online donations
- Redirected social media strategy, realizing 4x increase in engagement metrics and 3x increase in audience
- Designed and managed print, web, and email campaigns for branding, fundraising, and engagement with proven ROI
- Reversed decreasing trend to increase donor base by 20%

Strategic Communications Manager

Northrop Grumman Corporation | McLean, VA | May 2007 – August 2011

- Designed and implemented multi-million-dollar direct marketing campaigns to B2B, B2G, and micro-targeted audiences
- Ran high-volume, DoD secure web portals and content management systems (internal and external communications)
- Produced and managed events, logistics, and vendors
- Developed innovative microsites, awareness campaigns, and collateral/messaging for product demos

Account Executive

Bell Pottinger Public Relations | London, UK | January 2007 – May 2007

- Agency PR Representative for Rolex, Wimbledon Tennis, and Vauxhall Motors
- Earned media on MTV, GQ, and more national/international outlets
- Managed events, press relations, and reporting of earned media

SKILLS

Project Management	SEO/SEM/Social	Public Relations	Photoshop
Digital Strategy	Website Design	HTML	InDesign
Google AdWords	Email Marketing	ROAS/ROI	Illustrator
Brand Management	Segmentation	Photography	Public Speaking

CERTS

Hubspot InBound SEO	SharePoint Gold	Google Partner
Adobe Suite	Google AdWords	Air Force Cyber Warrior

EDUCATION

Bachelor of Communications; George Mason University, 2008

VOLUNTEER

CTO, Volunteer War Paints | 2016 – Present

VP, Social Media AFCEA Energy | 2010 –2011