



TED L.

Marketing Leader 18+ Years

INTRODUCTION

I have been a full time marketing strategist and executive for 18+ years. I have built countless strategies, plans, campaigns, etc... My core strengths are growth strategy development and implementation, talent recruitment and development, brand positioning, messaging strategy, content strategy/plan/implementation, team management and all aspects of digital marketing.

Some companies I have served over the years include the Development Corporation of Snyder Texas, Empinfo, Trialbee, Vibe Inc, Perimetrics, Kolikof Caviar & Gourmet Food, ROWI Teen Wellness Centers, Cocina, The Leap Foundation, 1health, Halbert Hargrove Global Advisors and many more.

FRACTIONAL CMO ROLES

I served as CMO on an interim bases to help these organizations rebuild their marketing infrastructure, develop growth strategies and plans, reorganize internal talent as well as vendors and ultimately hire their long term leadership.



Warmtuh Law

- A prestigious mutli-cultural law firm in L.A. needed an Interim CMO to lead a complete overhaul of the entire marketing department, a rebrand, and develop a short and long term growth strategy.
- Goal: To grow from 10M annually to 20-30M by expanding into new territories (SF & NY)
- Work: Completely restructure team and vendors, build 5 year plan, reallocate budgets, launch new channels, help sales develop better approach , rebrand
- Outcome: Much more efficient team & budgets. More sophisticated vendors, market expansion, clear vision & direction, more modern international branding



Kolikof Caviar & Gourmet

- An international high end caviar and gourmet food provider that serves establishments like Ritz Carlton, Four Seasons, Nobu, Air France and many others.
- Goal: To increase direct to consumer revenues
- Work: Re-imagine the entire retail customer experience, restructure all digital components, optimize current channels (IG, FB, email, Google Ads, content, SEO, etc...)
- Outcome: Increased traffic & revenue MoM, much stronger marketing infrastructure, stronger team, vastly improved customer experience

FRACTIONAL CMO ROLES

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ROWI Teen & Parent Wellness Centers

- Mental Health clinics that specialize in teen and parent wellness
- Goal: Launch first location and expand aggressively
- Work: Help launch the brand on digital and traditional marketing channels, develop brand voice, content strategy, B2B strategy and B2C strategy
- Outcome: ROWI grew from 1 to 5 locations in 3 years with an aggressive marketing and sales approach in a very competitive market



Nonprofit

- An international 501c3 with a large church in L.A. and 25,000 affiliated ministries and organizations in over 65 nations
- Goal: Rebuild infrastructure after a leadership change, rebrand, increase online metrics, increase donations
- Work: Restructure the team, budgets, marketing strategy and social channels. Build out a more comprehensive content strategy.
- Outcome: Massively improved online engagement for the entire organization, increased overall engagement on all social channels, new team/new vision, much stronger overall marketing & comms ecosystem

TECH/SAAS WORK EXAMPLES

Here are a few brief work examples of specific tech/ Saas organizations from my 18+ year career.



Trialbee

- Trialbee is the leading enrollment performance company for global clinical trials
- B2B SaaS
- Work: B2B Content marketing strategy & implementation



Empinfo

- B2B SaaS
- Automated HR services for enterprise companies
- Work: Build & Implement outbound marketing strategy to attract C-level HR Executives of Enterprise level companies



1Health

- B2B & B2C SaaS
- Platform for testing at home and tracking results (tests such as COVID-19 at home tests)
- Work: Build and implement: B2B Marketing strategy, B2C content marketing strategy, email marketing



Perimetrics

- Massive innovation led by true pioneers in the dental industry. An early crack detection tool and SaaS platform.
- Ai & SaaS
- B2B & B2C
- Work: lead generation strategy & implementation, content marketing, sales system build out

MORE TRADITIONAL WORK EXAMPLES

Here are a few brief work examples from non tech, more traditional organizations from my 18+ year career.



City of Snyder Texas

- Trialbee is the leading enrollment performance company for global clinical trials
- B2B SaaS
- Work: B2B Content marketing strategy & implementation



City of Sunrise Florida

- B2B SaaS
- Automated HR services for enterprise companies
- Work: Build & Implement outbound marketing strategy to attract C-level HR Executives of Enterprise level companies



The Leap Foundation

- 501c3
- Platform for testing at home and tracking results (tests such as COVID-19 at home tests)
- Work: Build and implement: B2B Marketing strategy, B2C content marketing strategy, email marketing



Vibe Inc.

- Commercial real estate; Class A office space in multiple cities across the U.S.
- B2B & B2C
- Work: Build & Implement Branding and marketing strategies, launch digital channels, restructure 10+ websites into one corporate site, drive awareness

WEB 3.0

Here are a few brief Web 3.0 work examples. Due to the sensitivity of these projects I am unable to share the details of the organizations but I can share the nature of the work performed.



ICO

- This was a Web 3.0 gaming project
- Work: Whitepaper development & design, website, social channels, PR



ICO

- This project was led by a major American sports league. The idea was to leverage blockchain technology to enhance the experience of people watching games online
- Work: Whitepaper development & design, website, social channels, PR



GTM Strategy & Community Development

- This was a project designed to help fund college tuition by leveraging the token model
- Work: Messaging & branding strategy, website development, social media build and community growth (Telegram, Discord, Reddit, Weibo, Medium, Twitter), PR



Consultant

- An enterprise level tech company was exploring leveraging crypto for a gaming project designed to increase engagement from 16-25 year olds
- Work: Deliver SWOT analysis and market research, develop a GTM strategy, advice VP

EDUCATION



Arizona State University

- Bachelor of Science
- Focus: Marketing
- Class of 2001



USC Marshall School of Business

- Master of Science
- Focus: Marketing
- Class of 2003

THANK YOU

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