

DAVID GIDDINGS

EXECUTIVE MARKETING LEADER



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Orange County, CA



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SKILLS

Digital Marketing
Marketing Strategy
Organizational Leadership
Operation Innovation and Management
Integrated Marketing
Change Management
Cross Functional Team Leadership
Creative Problem Solving
Strategic Planning
Client Relationship Management
Performance Management
Budgeting & Forecasting
Business Intelligence
Development & Retention
Project Management
Go-To-Market Execution
Negotiations Management
Business Analysis
Executive Management
Competitive Market Analysis
Search Engine Optimization (SEO)

EDUCATION

Master of Business Administration (MBA): Michigan State University

Bachelor of Business Administration: (BBA): University of Texas at Austin

Digital Marketing Certificate: Cornell University

PROFESSIONAL SUMMARY

18+ years of experience as a high-level Marketing Executive with a proven track record of consistent revenue growth, team mentorship and relationship management.

EXPERIENCE

Head of Digital Marketing, Branding and Strategy / Start Up Consultant
New Product Consultant / Co-founder Keiryu Rod Co.

- Developing GTM strategy, Pro-Forma Analysis, and Branding by leveraging research, insights, and trends for a new All-Natural brand in the \$10B consumer oral care category
- Launched lifestyle brands & products in pet and outdoor sports categories
- Managed all aspects of business GTM Strategy, P&L, Branding and Business Plan
- Executed YOY growth of **260%** by optimization of Amazon marketing, paid Social, paid Search, and Display Advertising and achieved online sales from **\$0 to annual run rate of \$330K** in first year
- Coordinated and managed product development, sourcing, and quality control for all suppliers, manufacturers and third-party vendors in Korea, China and the United States
- Established standard policies and procedures to drive operational efficiencies

Vice President of Marketing (B2B / B2C)

Katzkin Automotive Leather (2010-2016)

- Led digital marketing transformation and drove annual average sales growth by **40%**
- Authored new brand strategy, launched premium positioning and commercialized 3-tier, 3,000 SKU product line
- Generated **+\$2.5 Million** increase in annual conversion via online buying model
- Implemented a centralized CRM system across 100s of dealerships with **>25%** open rate
- Managed annual marketing budget over **\$3 Million**
- Customized campaigns including leveraging relationships with top media contacts for priority positioning and PR visits
- Oversaw and managed the planning, designing and implementing of the national marketing strategy and lead generation strategy to support large-scale marketing and sales campaigns
- Expanded multi-channel by **+\$5 Million** by integrating and scaling brand with key customers: **Chrysler, Ford, CarMax**

Senior Director of Advertising

Catalina Marketing Group (2006-2010)

- Team leader for Western region responsible for launching in-store advertising network
- Sold-in targeted ad campaigns to Brand CPG and Media Agencies resulting in **+100%** revenue growth
- Executed customer-centric strategies leading to customer satisfaction
- Exceeded 2008 ad revenue quota by **+44% (+\$8.7 Million)**
- Fostered a high-performance culture by motivating teams and developing customer relationships and engagement
- Managed all qualified lead generation programs for on-site sales team

Integrated Marketing Manager

ConAgra Foods (2005-2006)

- Led agency, brand, and cross functional teams in creating in-store display, shelf, and ad programs that drove volume and share gains for marquee brands including **Hunt's Thickness campaign, Orville Redenbacher Superbowl Event, Dole, and General Mills "GOT MILK?" and Lion King partnerships**
- Managed brand P&L and annual planning for 4 national brands