
COLIN WILKINSON

Oakland, California

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OBJECTIVE

Secure a Marketing VP/Director role in the Bay Area that effectively leverages my experience to drive a measurable impact on the bottom line. I'm obsessed with results, and love to learn.

EXPERTISE

marketing strategy | e-commerce | design | branding | communications | retail | product | direct mail | e-mail marketing | content marketing | online marketing | B2C/B2B sales | SEO | budgets | forecasting

EXPERIENCE**Director, Marketing** | 2013–Present

YDesign Group, Walnut Creek, California

Leading online retailer of modern design for the home. Servicing both end-consumers and trade professionals within the luxury market, our four brands include YLighting, YLiving, YBath, and the recently-acquired Lumens.

Responsibilities:

- 5+ direct reports across digital, e-mail, content, social, PR, site experience, print advertising, and direct mail
- 250MM+ in gross revenue forecasting and marketing budget management
- Multi-Channel, lifecycle marketing strategy for 240k customers (B2C and B2B) for increased acquisition and LTV
- Annual promotional planning and execution with internal stakeholders and 100s of international partner brands
- Brand integrity, site experience, responsive design, and full-funnel e-commerce optimization
- Vendor and contractor management including discovery, negotiations, and integration

Results:

- Grew e-mail revenue annually by 78%, 90%, 83%, and 33% in 2016, growing the channel from less than 2% of total to 15% of total with improvements across all relevant KPIs including list size, engagement (opens, clicks), conversion rates, CPM, and overall program ROI; including ESP discovery, contract negotiations, and platform implementation
- Increased "owned" content marketing entrances by 273% YoY, introducing and operationalizing a strategy resulting in the launch of 3 blogs, publishing 15 stories weekly for significant SEO value and long-tail conversions
- Doubled "earned" social traffic YoY (100%), introducing cost-effective publishing and listening programs to manage engaging and on-brand campaigns across new platforms (Instagram, Pinterest) for a 275% increase in reach (followers) and per-campaign engagement
- Piloted "paid" social campaigns for 500%+ ROAS to compliment vendor-managed (Sidecar, Criteo) PPC program including remarketing, CSEs, affiliate network, and banner advertising
- Introduced direct mail program with over 800,000 total circulation for net positive ROAS
- 300% YoY lift in Trade Program leads (B2B) through personalized, dynamic and automated sales agent outreach programs and advanced segmentation (print and online)
- Improved quarterly web conversion rates by 175% through a promotional and site experience overhaul
- Overall, profitable, company growth since joining leading to the recent acquisition of Lumens for 200+ employees

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Head of Online Sales | 2009–2013

Rain Bird Corporation, Tucson, Arizona

Leading manufacturer and provider of irrigation products and services since 1933 and across 130 countries.

Responsibilities:

- Head of the entrepreneurial Online Sales Division, with 7-figure P&L responsibility
- Managed internal and external marketers, programmers, and customer service agents
- Vendor sourcing and management of e-commerce and site platform, ESP, as well as SEM, SEO, and PPC specialists and consultants

Results:

- Designed, developed and launched multiple enterprise-level B2B and B2C web stores: a direct-to-consumer web store servicing homeowners nationwide, a professional web store serving over 500 golf courses across 20 states, and an exclusive B2B portal servicing Rain Bird Rewards Contractors
- Marketed new channels for 45% increase in traffic, a 24% increase in conversion, a 17% increase in the average order value and a 155% increase in unit sales
- Identified 15% cost reduction in fulfillment strategy while increasing shipping options for consumers
- Developed custom shopping cart program yielding a 1,500% ROI inside of one year
- Promoted twice since employed, recipient of the 2011 Rain Bird Marketing Achievement Award
- Increased sales by 30% in 2010, 110% in 2011, and achieved profitability in 2012

Director, Studio A | 2006–2009

The University of Arizona, Tucson, Arizona

Award-winning design studio specializing in marketing, branding and communications services, entrepreneurially housed within the University of Arizona.

- Responsible for hiring, managing and art directing a rotating skeleton staff of 4–6
- Consistently increased revenue by 100% year-over-year
- Guest instructor/lecturer for senior capstone and typography courses
- Recipient of the VisCom Outstanding Staff Award, 2009

Marketing Designer | 2005–2006

Madden Media, Tucson, Arizona

Designer | 2005

Godat Design, Tucson, Arizona

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EDUCATION

Master of Business Administration | McGuire Entrepreneurship Candidate, 4.0 GPA | 2009–2010

Bachelor of Fine Arts | Emphasis in Visual Communications, Magna Cum Laude | 2001–2005

The University of Arizona, College of Fine Arts + Eller College of Management, Tucson, Arizona