

DOUG McGREGOR

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EMPOWERS REVENUE GROWTH WITH SALES & MARKETING ENABLEMENT

Experienced marketing communications executive with over 15 years of experience in fast-paced and people-oriented environments. Skilled in collaborating with sales teams to develop relevant content, KPIs and actionable reporting. Authorized to work in the US for any employer.

EXPERIENCE >

CONSUMER DIRECT SALES SYSTEM ADMINISTRATOR

CASTLE & COOKE MORTGAGE / November, 2021 to Present

I manage lead acquisitions and contact management systems for the company, serving homebuyers nationwide. My mission is to make lead management as easy and profitable as possible. I work closely with senior management to develop KPIs analysis and workflow management strategies that are data-driven.

- Manage the Lead Management system for the division, including building workflows, call/follow-up cadences, reporting and end-user support.
- Created KPIs dashboard using DOMO Business Intelligence tied to enterprise data to manage the business unit in real-time.
- Present data using clear and easily-understood formats to enhance business decision making.
- Manage lead acquisition budget by monitoring expenses and ensuring that sales goals are met.
- Developed automated controls to manage business priorities with no manual data input.
- Collaborate with our Marketing team to develop content and lead-generation campaigns.
- Manage past customer alerts enterprise-wide.
- Ensure data integrity and consistency between several software platforms.
- Provide training and workshops for customer-facing sales teams.

VICE PRESIDENT, LEAD ACQUISITION & MANAGEMENT

FIRST MORTGAGE DIRECT / January, 2020 to November, 2021

I managed the sales lead acquisition process and the lead contact management system for the company, which serves homebuyers nationwide. My mission is delivering high-quality leads to our consumer-direct Loan Officers in as little time as possible. I also managed outbound communications to drive sales conversion improvement.

- Manage a complete website overhaul with our outside agency to ensure an on-time website rollout.
- Oversee lead generation efforts that have delivered nearly 1,000 organic leads since January, 2021, a 2,000% increase over the same time period in 2020.
- Manage lead acquisition budget of \$500,000 a month.
- Develop and manage outbound communications for email and SMS marketing to enhance lead pull-through and increased sales generation.

VICE PRESIDENT, MARKETING MANAGER

FIRST FEDERAL BANK OF KANSAS CITY / August, 2008 to December, 2019

I led corporate marketing and communications, managing a \$1,400,000 annual budget. In addition to brand management and customer marketing, I played a leading role on the executive management team in core deposit and consumer loan growth. Specific duties included search engine optimization (SEO) and analysis, partnering with cross-functional teams to develop marketing objectives, audience segment profiles and communications strategies, development and oversight of summer intern marketing projects, content management for web/social media, CRM oversight and management, mentoring marketing assistants, day-to-day management of the bank's relationship with an outside marketing agency, advertising design, copywriting, digital advertising campaign management, customer survey analysis and tracking marketing ROI. I also led trade show marketing and sales lead-generation efforts.

- Developed content for and managed the bank's social media profiles and attracted over 1,000 quality organic followers in just 18 months.
- Developed annual marketing budgets based on the bank's business plans and maintained the operating budgets to routinely deliver on performance objectives while staying under-budget.
- Created customer surveys that generated over 500 positive reviews across various websites, including Zillow, Facebook and the Better Business Bureau in 18 months.
- Led the bank through two website redesigns, the latest of which was a mobile-responsive site that is compliant with the WCAG 2.0 AA level accessibility standards. Managed the bank's SEO strategy using Google Analytics and Content Management Systems.
- Developed and implemented marketing communications strategy and tactics in-support of the bank's annual golf tournament, which generated nearly \$30,000 in charitable donations in its first year.
- Managed digital outbound cross-sales campaigns that achieved a 20% open rate and a 1.3% overall click-thru rate from over 650,000 emails sent. This included market segmentation and developing segment audience profiles.
- Created content, infographics, videos and articles for the Bank's "Wellbeingville" financial success blog and social media communications.

VICE PRESIDENT, MARKETING PROGRAMS MANAGER

BANK MIDWEST / February 2000 to July 2008

I managed retail and commercial financial services marketing projects for one of the largest privately-held banks in the Midwest. My role included copywriting and graphic design for direct mail, print, web and banking center collateral. I also wrote radio spot scripts, conducted market research, formulated marketing strategies for retail, commercial and investment lines-of-business on a corporate, regional and branch-level basis, managed media selection and budgets and analyzed campaign ROI.

- Created and managed a cross-sales direct mail program that generated over \$500-million in deposits.
- Created multi-channel marketing campaigns for commercial & retail lines-of-business.
- Developed marketing ROI reporting and analysis from scratch using the bank's CRM system.
- Worked closely with the regional sales team to produce high-energy, employee team-building events.

EDUCATION >

BACHELOR OF SCIENCE in ADVERTISING

UNIVERSITY OF KANSAS - Lawrence, KS / William Allen White School of Journalism

Graduated with Highest Distinction and a 3.75 GPA

SKILLS >

- Outstanding written and verbal communication skills centered on honesty, clarity and empathy
- HubSpot Inbound Certified, December 2019
- Pursuing HubSpot Sales Enablement Certification, March 2023
- 10+ years of experience working with executive management to develop marketing strategy
- 10+ years of experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop & AfterEffects)
- 2+ years of experience managing and mentoring marketing assistants and summer interns
- Content management and curation experience (Hubspot Inbound Certification, December, 2019)
- CRM database management and analytics, including developing robust reporting
- Basic SQL knowledge to merge data and develop useful data queries
- Familiarity using APIs to manipulate and move data between various platforms
- Agency and vendor relationship management - including sales system software vendors
- Web-based content management systems (CMS) such as WordPress and Wagtail
- Ability to work on multiple projects with minimal supervision
- Google Analytics
- Proficient with Microsoft Excel, Outlook, PowerPoint & Word
- Graphic Design
- Copywriting & Editing