

DOUG McGREGOR

mcgregorworks@gmail.com
(816) 217-6530

EMPOWERS REVENUE GROWTH

Experienced marketing executive with over 20 years of experience in fast-paced and collaborative environments. Skilled in managing cross-functional teams to create successful marketing campaigns, measurable KPIs and actionable reporting. HubSpot Marketing and Sales Enablement Certified in 2023. Over 2 years' experience with SQL queries and integrating data sources for analytics. Authorized to work in the US for any employer.

EXPERIENCE >

MIDWEST REGIONAL MARKETING MANAGER

FASTWYRE BROADBAND / Overland Park, KS / May, 2023 to July, 2024

- Built workflows and automated HubSpot email campaigns.
- Wrote and managed email/SMS marketing using MailChimp software.
- Managed vendor relationships with outside digital marketing agencies and media outlets.
- Responsible for a monthly digital budget of \$150,000 that generated 300+ new orders a month.
- Partnered with B2B and B2C sales teams to create lead-generating trade show events.
- Launched the company's Door to Door sales training program and recruited sales representatives.
- Ensured data consistency between several software platforms, including HubSpot and MailChimp.
- Provided training and workshops for Door to Door sales team.

CONSUMER DIRECT SALES SYSTEM ADMINISTRATOR

CASTLE & COOKE MORTGAGE / Kansas City, MO / November, 2021 to March, 2023

- Managed lead acquisition budget and cut nearly \$40,000 in monthly spend without sacrificing sales.
- Managed the Call Center CRM for the division, including building workflows, call/follow-up cadences, reporting and end-user support.
- Created KPIs dashboard using DOMO Business Intelligence tied to real-time enterprise data.
- Developed automated controls to manage business priorities with no manual data input using SQL and data ETLs within DOMO.
- Collaborated with the Marketing team to develop content and lead-generation campaigns.
- Ensured data integrity and consistency between several software platforms.
- Provided training and workshops for customer-facing sales teams.

VICE PRESIDENT, LEAD ACQUISITION & MANAGEMENT

FIRST MORTGAGE DIRECT / Kansas City, MO / January, 2020 to November, 2021

- Managed a complete website overhaul with our outside agency to ensure an on-time website rollout.
- Oversaw lead generation efforts that delivered nearly 1,000 organic leads in Jan. 2021.
- Managed lead acquisition budget of \$500,000 a month.
- Developed outbound communications for email and SMS marketing.

VICE PRESIDENT, MARKETING MANAGER

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

- Led marketing & communications for the bank with a \$1.4-million annual budget. Wrote annual marketing budgets/plans and maintained the operating budgets to routinely deliver on core deposit and consumer loan objectives while staying under-budget.
- Developed content for and managed the bank's social media profiles and attracted over 1,000 organic followers in under 18 months.
- Managed summer interns and a part-time in-house creative associate.
- Created customer surveys that generated over 500 positive reviews across various websites.
- Led the bank through two website redesigns, the last 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.
- Created content, infographics, videos and articles for the Bank's "Wellbeingville" financial success blog and social media communications.

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 >

- 20 years of copywriting and editing experience
- 16+ years of experience working with executive management to develop marketing strategies
- 18+ years of experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop & AfterEffects)
- 6 years of experience with Google AdWords, Analytics and Tag Manager
- 2 years of SQL query building experience, 1 year Python coding experience
- Proficient with Microsoft Excel, Outlook, PowerPoint & Word
- Expert at developing concise data dashboards
- HubSpot Marketing Software Certification: March, 2023
- HubSpot Sales Enablement Certification: March, 2023
- HubSpot Inbound Certification: December, 2019
- WordPress CMS / template management
- HTML & CSS coding experience
- Email / SMS engagement platforms, including MailChimp, Campaign Monitor and HubSpot
- CRM database management and analytics, including developing robust reporting
- Familiarity using APIs to manipulate and move data between various platforms
- Agency and vendor relationship management - including digital marketing and design agencies
- Graphic Design