

Daniel Barbera

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QUALIFICATIONS PROFILE

Experienced Senior Marketing Leader with over 10 years of demonstrated success in developing and executing integrated, data-driven marketing strategies that drive lead generation, brand growth, and revenue expansion. Proven expertise in digital marketing, marketing automation, and cross-functional team leadership, with a focus on delivering measurable results in both B2B and B2C environments. Adept at aligning marketing initiatives with overall business objectives, optimizing CRM systems (HubSpot), and leveraging analytics to refine go-to-market strategies. Seeking to bring visionary and tactical leadership as Director of Marketing at CEO Warrior to build a robust, lead-generating marketing machine that fuels new member growth.

CORE COMPETENCIES

- **Strategic Marketing & Planning:** Integrated marketing plans, multi-channel campaign development (digital, social, content, print)
- **Digital Demand Generation:** SEO/SEM, email marketing (automation/segmentation), social media strategy, paid advertising
- **Marketing Operations & Automation:** CRM (HubSpot, ServiceTitan, Salesforce), marketing automation systems, data analytics (Google Analytics, KPI dashboards)
- **Team Leadership & Collaboration:** Cross-functional team management, internal stakeholder collaboration, vendor/agency management
- **Budget & Financial Management:** Campaign budgeting, ROI analysis, performance reporting
- **Brand & Content Management:** Consistent brand messaging, content creation, website management (WordPress, Wix, HubSpot)

PROFESSIONAL EXPERIENCE

EMM Loans LLC, Cherry Hill, New Jersey

Digital Marketing Manager | 2021 – Present

- **Integrated Demand Generation:** Developed and executed comprehensive digital marketing strategies across five brands, driving brand presence and growth.
- **Digital Funnel Optimization:** Built and refined lead-nurturing campaigns leveraging email, SMS, social ads, and content marketing—resulting in a 62% increase in user engagement and an 18% boost in lead generation.
- **Data-Driven Strategy:** Delivered weekly performance reports with actionable insights to leadership; continuously optimized campaigns based on analytics and market feedback.
- **Team & Vendor Leadership:** Directed internal teams and managed external agencies to streamline technology and marketing operations, ensuring alignment with business objectives.

Good Tidings Plumbing Heating & Cooling, Clark, New Jersey

Marketing Manager and Director of Franchise Development | 2019 – 2021

- **Strategic Marketing Initiatives:** Led the development and execution of multi-channel marketing campaigns (social media, email, PPC) that supported a \$4M business growth and franchise expansion strategy.
- **Lead Generation & Optimization:** Designed targeted lead generation campaigns and optimized digital platforms for better user experience, conversion, and SEO performance.

- **Cross-Functional Collaboration:** Worked closely with sales and customer service teams to align marketing strategies with overall business goals, improving customer acquisition and retention.
- **Performance Analytics:** Utilized data insights from tools like Google Analytics, Google Search Console and CRM systems to refine marketing strategies and adjust budget allocations for maximum ROI.

EverythingBenefits (Presently Ultimate Kronos Group), New Providence, New Jersey

Senior Inbound Marketing Specialist | 2018 – 2019

- **Campaign & Content Strategy:** Redesigned the company website and crafted collateral assets that supported integrated marketing campaigns and improved conversion rates.
- **Marketing Automation & Reporting:** Implemented automated KPI reporting and collaborated with web development teams to optimize digital engagement through webinars and landing pages.
- **CRM & Database Management:** Managed major CRM migration (HubSpot to Salesforce) and maintained a robust 500,000-contact database to support lead generation and retention initiatives.

Vantage Production, Red Bank, New Jersey

Marketing Associate | 2015 – 2018

- **Campaign Coordination:** Developed and executed national marketing campaigns (email, digital, and print) and managed CRM data to support targeted lead generation.
- **Event & Content Management:** Coordinated trade shows and digital webinars that generated over 1,600 new clients, driving brand visibility and engagement.
- **Analytics & Strategy:** Analyzed promotional metrics to optimize campaign performance and present cost-effective marketing strategies to senior leadership.

PROFESSIONAL CERTIFICATIONS

- Google Ads Search, Display, Measurement, & Video.
- HubSpot Super Admin, Email Marketing, Content Marketing, Inbound Certified

EDUCATION

Kean University, Union, New Jersey

Bachelor of Science in Marketing Degree, 2015

Founder/President of Global Business Club 2014-2015
