ROBERT B. MOORE

MARKETING TECH SPECIALIST

Dynamic Digital Marketing Specialist with extensive start-up experience helping scale brands to do multiple 7-8 figures a year, backed by a broad knowledge of online marketing & web development. Consistently meets firm deadlines and budgetary requirements. Creates innovative approaches and thinks creatively about long-standing problems. History of delivering results for a variety of companies and industries.

CONTACT ME

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📍 Kansas City, Missouri

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AREAS OF EXPERTISE

Digital Marketing Management
5+ years of exp. with the building & management of sales funnels for B2C & B2B.

Email Marketing Management
6+ years of exp. with managing email campaigns, automated email flows, & creating advanced list segmentations to make sure leads are receiving the right message at the right time.

Conversion Rate Optimization
6+ years of exp. creating & managing CRO with email marketing, sales/lead gen. Pages, post-purchase upsells/downsells, & ad creatives.

Web Development
10+ years of exp. in front-end Dev. Technologies (HTML, CSS, Javascript) & 4+ years of back-end coding technologies (PHP, MySQL, API)

Media Buying Manager
5+ years experience managing ad campaigns on Facebook, Instagram, & Native Traffic Networks (Taboola, RevContent)

WORK EXPERIENCE

DIGITAL MARKETING/TECH CONSULTANT

Moore Creative Solutions • Kansas City, MO • Jan. 2020 - Present

Companies hire me to audit their tech/digital marketing efforts & then build them action plans on how to fix the leaks in their sales funnels & general marketing/tech efforts. Typically this results in doing 1 to 3 calls follow-up consulting calls every month to answer any questions they have as well as track their progress in implementing my recommendations.

DIRECTOR OF TECH & DIGITAL MARKETING

Keto Krate • Austin, TX • April 2019 - January 2020

- Audited previous digital marketing & tech efforts then produced strategic guides on what's wrong, how to fix the issues, along with ideas on how to be better within these departments,
- Designed, developed, & optimized sales funnels to warm up cold leads into paid customers.
- Improved global conversion rate from 0.9% to 4.7%.
- Created & scaled ad campaigns on Facebook to over $10k in monthly ad spend while maintaining profitable CPAs.
- Migrated their checkout from JoyCrate to Shopify/ReCharge then introduced CartHook & rolled out post-purchase upsells to increase AOV & LTV.
- Ran QA on all their web assets & then fixed all cross-browser issues. Performed speed optimizations; led to a 30% increase in conversion rate overnight.
- Created & Managed Marketing Strategies for all marketing channels for all major sales holidays & Q4.
- Designed, developed, & coded a member-only shop using Shopify that allowed only active subscribers to purchase; Assisted in creating promotions on products that were close to expiring to avoid over $20k in inventory waste.

Additional Information

Portfolio/Case Studies
Visit my portfolio website & then click on any logos under "Featured Clients" to learn more about how I helped that client. - www.RobertBMoore.me

Live Examples of Past Work
Want to view some LIVE sales funnels that I developed? Visit - https://bit.ly/3sLcYor

EDUCATION & CREDENTIALS

Pleasant Hill High School
Pleasant Hill, Missouri
Class of 2010

FUNNEL DEVELOPER/CONVERSION RATE OPTIMIZATION MANAGER
Gym Launch Secrets • Austin, TX • August 2019 - January 2020

- Helped them move into the B2B space by developing over 10 lead generation funnels.
- Audited existing sales funnels & implemented code/design optimizations to help improve the page load times & performance issues with their main B2C funnels.
- Created & managed a split-test log to help improve their conversion rates.
- Helped develop new B2C lead generation funnels in ClickFunnels that their existing tech team thought wasn't possible to build within the ClickFunnels back-end.
- Helped fix their email open rate issue for their automated email sequences.

MARKETING & TECH CONSULTANT
Search Solutions LLC • Shawnee, KS • January 2018 - April 2019

- Consulted/Audited their customers' current digital marketing & tech efforts & then produced custom digital marketing strategy guides tailored to their businesses.
- Designed & developed sales funnels.
- Designed, developed, & ran quality insurance on responsive email templates.
- Assisted with the management of over $100k in monthly ad spend via Facebook Ads.
- Created email marketing campaigns/journeys for lead & customer sequences.
- Set up & manage all marketing automation for their customers.
- Management of ad, email & funnel split tests.

MARKETING & TECH CONSULTANT
LimitBreak • Detroit, MI • October 2017 - April 2019

- Took funnel mockup designs & then turned them into fast & lean coded sales & lead gen. pages.
- Managed setting up marketing automations.
- Management of ad, email & funnel split tests.
- Provided Tech/Marketing Audits of their customer's existing tech stacks & digital marketing efforts.

MARKETING & TECH CONSULTANT
PaleoHacks • Eden, UT • February 2018 - June 2018

- Developed a custom sales funnel management software/CRM solution that allows them to map product SKUs to their fulfillment center, view all sales/customer records, check the status of orders & tie Product SKUs to email customer lists so they can segment out customers from email marketing promotions.
- Audited all their sales funnels & then produced actionable reports on broken pieces & possible speed enhancements.
- Re-developed all their existing sales pages to use leaner code, optimized images, minified their code libraries for faster page load times.
- Setup all their web assets on a Content Delivery Network (CDN).

- Created job postings & assisted in the interviewing of QA & Web Developer.

MEDIA BUYER / WEB DEVELOPER / EMAIL MARKETING MANAGER
The Hero Company • Austin, TX • September 2015 - November 2017

- Developed sales funnels that generated $5m in revenue during my time with them.
- Created advanced list segmentation that saved the company over $3k/mo in email marketing costs.
- Developed a custom online community website for their customers to access their digital products.
- Created lead generation funnels & email sequences that have accounted for millions of dollars in revenue.
- Created traffic strategies, developed a new blog & successfully rolled out Facebook ad campaigns selling their digital products.
- Created an internal company wiki & recorded how-to videos for the employee onboarding process for almost every division of the company.
- Set up & manage all marketing automation for their customers.
- Management of ad, email & funnel split tests.

FREELANCE WEB DEVELOPER
Site Maintenance Co. • Kansas City, MO • April 2011 - January 2015

- Design & development of small business websites, typically created using WordPress.
- Provided search engine optimization & social media management to local small businesses.
- Developed custom themes & plugins on WordPress.

WEBMASTER
Arttra • Overland Park, KS • July 2011 - August 2014

- Developed and maintained a network of eCommerce websites for a local art gallery.
- Management of Facebook ad campaigns and social media marketing (Twitter, Facebook, Pinterest, LinkedIn).
- Managed customer support email & phone line.

WEBMASTER
Alliance Management Solutions • Kansas City, MO • April 2009 - May 2010

- Designed company branding including logo
- Developed the company website.
- Managed the company server, Web Administration, & emails for all employees.