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SUMMARY

Strategic digital and marketing technology leader, directing business planning and managing teams creating online content, mobile and social media communications, eCommerce, SEO, SEM, CRM, customer acquisition, loyalty programs and analytics. From entrepreneurial startups to the traditional media stewardship of Fortune 100 brands, a strong team player and manager empowering sales, creative and technical resources.

EXPERIENCE

Director, Digital Marketing & Customer Acquisition

Diet Direct, Inc. - Wilmington, NC - 2016 to Present

Internet Retailer - Health, Nutrition & Specialty Foods

- Directed all digital marketing and customer acquisition for three brands: Wonderslim, Bariatric Choice and Diet Direct.
- Developed three new mobile websites, nine new social media channels, and initiated the Amazon sales channel, increasing annual revenue from \$12 million to \$20 million.
- Integrated and utilized new marketing automation and analytics tools: Marketo, Domo, Salesforce, creating dashboard real-time management reporting.
- Managed analysts in paid media, search marketing, affiliates and partnerships, email, social, SEO & content development, and IT marketing & product development.

Director, Internet Sales & Marketing

The General® - Nashville, TN - 2013 to 2016

Online Retail Insurance Brand

- Online sales program management of eCommerce, Mobile Apps & Website, SEM, SEO, Social Media, SMS Text & Email teams.
- Created mobile sales strategy and managed development and online marketing, including all mobile devices and SMS Text communications.
- Created "voice of the customer" strategy including use of OpinionLab and Trustpilot, and received 2,000+ public reviews, a 92% satisfaction/trust rating, 4.7 out of 5 stars, displayed at point of sale increased conversions 10%.
- Introduced text messaging Avaya/Voxeo system for payment and policy lapse reminders, increasing average policy retention rates from 5 to 6 months.
- Instituted change to payment pages encouraging use of electronic check option (also adding Paypal), saved \$2.2 million annual credit card processing fees.
- Launched new mobile-friendly websites and mobile apps, increasing overall conversion rate 5% and decreasing mobile device abandon rates by 30%.
- Directed Social Media Strategy, Compliance and Sales – Facebook, YouTube, Twitter – establishing enterprise management with Hootsuite, and analytics with Digimind.
- Directed Web Usability, Testing and Analytics using Google and Adobe Analytics, and Test & Target – Tracking, measuring and continuously improving quote and sales processes, using data analysis and modeling.
- Directed strategic planning for lead generation Paid Search marketing programs and online advertising, decreasing cost-of-sales by optimizing return on digital media budgets.
- Directed development of content marketing, brand editorial calendars, social media style guide and Search Engine Optimization MOZ Tools initiatives.

Vice President, Marketing

MiiA Mobile - Dallas, TX - Detroit, MI - San Diego, CA - Washington, DC - 2011 to 2013

Mobile & Social Media Services

- Online Marketing and PR Director for clients in technology, automotive, healthcare, finance and CPG retail; web design, strategic planning, project management, sales and customer communications and analytics.
- Developed mobile text messaging patient scheduling reminders for clients Little Clinic and AmSurg, and test-drive scheduling reminders for Ford, General Motors and Fiat Chrysler dealer groups.
- Created physician and nurse mobile text-message recruitment advertising program "Reaching Residents," including social media research and planning for TeamHealth recruiting.
- Developed effective location-based check-in, text message promotions and mobile coupon programs for restaurants and retail chains, driving store traffic and increasing same-store sales.
- Introduced text and email loyalty program for Stoney Creek restaurants, targeting top 10% customers by credit score rank increased promotion redemption 70%.
- Implemented A:B test for Home Depot point-of-sale display text messaging program, increased returns 25%.
- Developed and implemented website and mobile e-commerce management system for launch of Diet Direct websites and social media programs, including research & monitoring, content development & distribution, and audience engagement utilizing Facebook, LinkedIn, & Twitter, selling \$15 million inventory first year.
- Prototype BKON technology for CarFax gave car buyers access to vehicle history via bluetooth on mobile device.

Director of Digital and Alternative Strategies

Bohan Advertising - Nashville, TN - 2007 to 2011

Advertising agency - Mobile & Social Media Digital Dept - 75 employees - \$50 Million Billings

- Provided services including mobile applications and website development, Text-to-give, SEO, email and social media marketing, analytics and research.
- Produced the Ebonite YouTube channel comedy "mockumentary" They Ruined Bowling" <http://YouTube.com/DaleJenkins165>) also used as commercials on ESPN.
- Increased same-store sales 8% for Fazoli's restaurants with a promotion existing only on Twitter and Facebook (<http://FreeSpaghetti.com>) to give away 2 million pounds of pasta.
- Designed a new website for the Methodist church, with a "relevance algorithm" that displays the website like a "tag cloud," highlighting content based on the most current news topics and customized for individual visitor's interests (<http://10ThousandDoors.org>), in partnership with Google.
- Wrote and maintained the first online blogs and video channels for Peabody Hotels, The Greenbrier, Pigeon Forge CVB and Palm Beach FL CVB.
- Advised healthcare clients (Tri-Star, St. David's, Little Clinic, AmSurg) on use of social media for public relations and community relations, and established first Twitter accounts for HCA and Ochsner clinical practices.

Vice President of Marketing

Kintera - San Diego, CA - 2004 to 2007

SaaS Software - 300 Employees - \$80 Million Revenue (NSDQ: KNTA, now NSDQ: BLKB)

- Doubled annual revenues first two years, increasing both sales volume and channel revenue while reducing marketing budget, sales-cycle time and cost-per-lead
- Increased market share for major nonprofit clients by designing customized permission-based CRM, CMS content strategy, search engine optimization (SEO), direct mail, word-of-mouth marketing promotions and consumer-generated media, enabling the online fundraising of \$340 million in 2004 for the American Cancer Society, Big Brothers Big Sisters, UNICEF, etc.
- Successfully integrated resources from multiple corporate acquisitions, established blogs, podcasts, email newsletters, webinar outreach and customer users group programs.

- Recruited and managed team of 20 employees in marketing, PR, advertising, and lead generation.

EDUCATION

BS - Education/Communications - Wayne State University - Detroit, MI

MBA Marketing Studies - San Diego State University - San Diego, CA

ACHIEVEMENTS

- Architect of the first General Motors Corporate Communications Intranet for Media Relations, "Socrates," and the first integration of a website with dynamic content and responsive design.
- Lead multi-agency task force in the first public relations launch of an automobile online through use of a webcast for Buick.
- Received Michigan's Private 100 Award for top 100 Michigan companies by revenue growth.
- Received Michigan Association of Broadcasters Best Documentary Award for ABC, Scripps-Howard Broadcasting "Your Vote" Interactive Television production.
- Built the first e-commerce consumer retail websites for Kmart, Bodyglove, and Brooks Brothers..
- Designed first home banking systems for Comerica Bank, Bank of New York, Bank of Montreal and Deutsche Bank, in alliances with EDS and IBM Global Services.
- Built the first sales training communications intranet for Pharmacia & Upjohn (Pfizer).
- Opened satellite sales offices in Chicago, Cleveland, Boston, Dallas, and New York, leading sales and new business development teams to \$100 million annual sales for second year of new division acquired by RR Donnelley (NASDAQ:RRD).

AFFILIATIONS

- Mobile Marketing Association MMA, Social Media Club SMC, Interactive Marketing Association IMA, Digital Nashville, American Advertising Federation AAF, American Marketing Association AMA, Direct Marketing Association DMA, Public Relations Society of America PRSA, Sales & Marketing Executives International SMEI, Search Engine Marketing Professionals Organization SEMPO
- Founding Board Member and former Chairman of the Great Lakes Interactive Marketing Association (now <https://AutomationAlley.com>), and of the ATX Adobe Technology Exchange, SE Michigan
- Chairman, Analytics Committee - Nashville Technology Council
- Regular conference speaker for BarCamp, Innovations, PodCamp, HealthCamp, SXSW, ad:TECH

ONLINE

- Website - <https://dooid.me/bayard>
- LinkedIn - <https://www.linkedin.com/in/bayard>
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