

# David MacMoyle

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[macmoyle.com](http://macmoyle.com)

## Education

Liberty University  
Lynchburg, VA  
Bachelor of Science in Business  
Specialization in Marketing  
2004-2008

## Abilities: Marketing

Email marketing, SEO, Pay per click advertising, Display advertising, Lead generation, Social media marketing and advertising, Landing page optimization

## Abilities: Analytics

Google analytics, goal tracking, event tracking, conversion tracking

## Abilities: Design

UI/UX design (website, mobile app, backend software), website design, Investor and venture capital presentations, brand identity

## Learn More About Me

visit [macmoyle.com](http://macmoyle.com)

## Experience

### Residential Home Mortgage Corporation, Hampton, NJ Director of Marketing

August 2015 - Present

- Responsible for generating leads via email, SEO, paid clicks, and other digital sources
- Responsible for managing leads from a variety of external sources
- Responsible for overall branding of all RHMC properties
- Creation and maintenance of RHMC.com, RHMC intranet, internal display advertising
- Responsible for generating strategic marketing and budgeting plans for RHMC

### Freelance Marketing, Analytics, Design

June 2012 - Present

- I work with a variety of startups, advertising firms, and businesses to provide design services (UI/UX, website), marketing (email, SEO, digital, social) and analytics services.

### STOPit, Bedminster, NJ Senior UI/UX Designer

January 2015 - August 2015

- Responsible for complete redesign of mobile app and backend management system licensed to nearly 20 million users
- Responsible for creation of investor presentations
- Responsible for creation email campaigns, marketing materials, website materials, SEO efforts

### Residential Home Mortgage Corporation, Hampton, NJ Marketing Manager

September 2012 - January 2015

- Responsible for generating leads via email, SEO, paid clicks, and other digital sources
- Responsible for management of CRM and lead management system
- Responsible for creation of marketing materials for digital, print, outdoor, and radio

### First Hope Bank, Hope, NJ Marketing Specialist

July 2011 - September 2012

- Responsible for creation of marketing materials for digital, print, outdoor, and radio
- Responsible for creation of press releases and event promotion and coordination

### Storis Management Systems, Mt. Arlington, NJ Digital Marketing Specialist

January 2011 - July 2011

- Responsible for management of SEO, email, and digital advertising campaigns
- Responsible for creation of marketing materials for social, digital, and print

### Beacon Credit Union, Lynchburg, VA Marketing Specialist

June 2008 - January 2011

- Responsible for creation of marketing materials for digital, print, in-store, and outdoor
- Responsible for management of company website

## Skills & Proficiencies

- Email Marketing: Landing page optimization, HTML email creation and design, Mailchimp, Vertical Response, Constant Contact, Simplycast, Google Analytics
- Design: Photoshop, Indesign, Illustrator, general HTML, general CSS
- Web: Wordpress, general HTML & CSS
- Marketing: SEO, Google Ads, Facebook Ads