

David MacMoyle

908.914.1063
davidmacmoyle@gmail.com
davidmacmoyle.com

Education

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

Abilities: Design

UI/UX design (website, mobile app, backend software), prototyping, website design, investor and venture capital presentations, internal and external corporate communications, board, presentations, brand identity

Abilities: Marketing

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

Abilities: Project Management

Jira management (filter creation, status monitoring, reporting), strategic enterprise and executive level reporting and communications, Agile technology environments

Abilities: Analytics

Google analytics, goal tracking, event tracking, conversion tracking

Learn More About Me

visit davidmacmoyle.com
and macmoyle.com

Experience

E*TRADE Advisor Services, Jersey City, NJ

Principal, UX Design

January 2020 - Present

- UX architect of brand new state-of-the-art RIA advisor platform. Worked within an agile technology environment and served as an intermediary between product and technology to design all screens and overall experience
- Responsible for creation of platform product/sales demo - an online interactive presentation platform utilized by sales to pitch the new platform while it was being developed
- Creation of sales and marketing materials regarding new platform
- Implemented and provided creative direction, content, and layout for new E*TRADE Advisor Services prospect marketing site

E*TRADE, Jersey City, NJ

Senior Manager, Institutional Marketing Services

October 2019 - January 2020

- Creative development of internal and external creative needs, spanning all mediums including print, digital, email, and event marketing
- Creation of sales and informational presentations for Executive Services clients including Apple, CVS, and other members as part of E-TRADE Corporate stock plans, as well as other sales templates for use
- Creative leadership and maintenance of updating institutional services brand

E*TRADE, Jersey City, NJ

Senior Project Manager

May 2018 - October 2019

- Responsible for creation and distribution of enterprise level reporting to CEO, executive leadership, and all directors and above regarding the status, health and timelines of major projects throughout retail brokerage.
- Creation of presentations, videos, reports, and other materials for distribution to the Board of Directors, executive leadership, and other audiences
- Provided weekly reports to the Head of Retail with updates across the Sales & Service organization
- Maintenance and monitoring of overall brokerage initiatives and statuses in Jira, including creation of filters and distribution of daily updates to executive leadership and other stakeholders
- Tracking of releases enterprise wide within an Agile technology environment, as well as an understanding of company Software Development Life Cycle

Residential Home Mortgage Corporation, Hampton, NJ

Director of Marketing

August 2015 - May 2018

- 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

macmoyle.com

June 2012 - June 2018

- 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.

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Experience (Continued)

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 Coordinator
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
- Marketing: SEO, Google Ads, Facebook Ads
- Design: Photoshop, Indesign, Illustrator, general HTML, general CSS
- UI/UX: Adobe XD, Zeplin
- Web: Wordpress, general HTML & CSS, Sharepoint
- Project Management: Jira, Confluence
- General: Microsoft Office