

## 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

## Experience

### E\*TRADE, Jersey City, NJ Principal, UX Design, E\*TRADE Advisor Services January 2020 - Present

- UX architect of brand new state-of-the-art RIA advisor platform for large advisors (\$1B + asset size). Worked within an agile technology environment and served as intermediary between product and technology to design all screens and manage overall experience. Translated user/business needs and requirements into elegant and simplified solutions. Led and managed a team of designers
- 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, as well as marketing planning and direction regarding new platform
- Regularly presented updates of new platform and potential integration synergies to E\*TRADE executive leadership (CEO, CFO, etc.) and well as Morgan Stanley executive leadership (CFO, Head of Wealth Management, UX Leadership)
- 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 overall strategic marketing growth planning and execution
- Responsible for generating internal leads via email, SEO, paid clicks, and other digital sources
- Responsible for managing and leads from a variety of external sources
- Creation and maintenance of corporate website and intranet - as well as strategic UIUX designed to optimize specific goal oriented visitor paths and funnels tied to revenue
- Responsible for management of corporate CRM, distribution and automation of leads to sales network, streamlining and simplification of workflows and processes
- Responsible for overall branding and advertising (TV/radio/online/print, etc.) of all RHMC properties

908.914.1063  
davidmacmoyle@gmail.com

davidmacmoyle.com

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## Learn More About Me

davidmacmoyle.com

macmoyle.com

## Experience (Continued)

### 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.

### 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
- UIUX: Adobe XD, Zeplin
- Web: Wordpress, general HTML & CSS, Sharepoint
- Project Management: Jira, Confluence
- General: Microsoft Office