





DAVID PETTY

CHIEF MARKETING OFFICER

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SUMMARY

Experienced Marketing Leader with over a decade of expertise in driving customer-centric strategies and enhancing brand consistency. Proven track record in leveraging data insights to inform strategic decision-making and improve marketing outcomes. Skilled in content creation, digital marketing, and cross-functional collaboration. Adept at developing professional relationships and leading projects to align with organizational goals. Committed to making a lasting impact through innovative and data-driven marketing strategies.

EDUCATION

BACHELOR OF ARTS

Samford University

- Graduation: May 2012
- Major: Political Science
- Minor: General Business

PROFESSIONAL DEVELOPMENT

MARKETING SOFTWARE CERTIFICATE

Hubspot

Completed February 2024

DATA ANALYTICS CERTIFICATE

Google

Completed March 2024

PUBLIC SERVICE EXPERIENCE

COUNCIL MEMBER

Town of Lyman, SC

November 2023 - Present

COMMUNITY CAPTAIN

PowerUp Spartanburg

September 2023 - Present

Spearhead small and minority business development initiatives in the Middle Tyger Community in partnership with OneSpartanburg, Inc., leveraging strategic partnerships and data-driven insights to drive community economic growth.

PROFESSIONAL EXPERIENCE

ADO CORPORATION

Chief Marketing Officer | January 2018 - August 2023

- Enhanced customer experiences through management of Marketing, Sales, and Customer Service teams, resulting in an 18% increase in new accounts.
- Collaborated with internal teams and third-party agencies to develop a coordinated monthly communications calendar for email, social media, direct mail, and online campaigns.
- Analyzed marketing performance data to inform strategic decisions and improve outcomes, aligning with company objectives.
- Expanded the company's presence in the hospitality industry through creation of a Contract Division, resulting in a three-fold increase in six-figure projects within the first year.
- Directed the expansion of the company's Roman Shade division, driving a 400%+ increase in sales for the targeted product line.

Vice President of Sales and Marketing | August 2017 - December 2017

- Led a cross-functional business development team to enhance sales and marketing collaboration, optimizing the customer experience for over 6,000 accounts.
- Analyzed customer databases to identify target markets, creating tailored marketing activities that contributed to a 9% increase in annualized sales.
- Implemented a new CRM system, resulting in a six-fold increase in customer engagement.

Marketing Manager | November 2016 - August 2017

- Developed and executed comprehensive marketing strategies, enhancing brand consistency and driving market penetration.
- Created compelling visual and written content for print and digital platforms.
- Boosted email open rates by 36% and click-through rates by 85% using targeted content and personalized email campaigns.
- Managed participation in five international trade events annually, effectively elevating brand visibility and industry presence.

FLIP STRATEGIC, INC.

Managing Director | March 2014 - November 2016

- Devised and executed comprehensive sales and marketing strategies for a diverse portfolio of over 50 clients, including businesses, political campaigns, and non-profits, driving measurable success through tailored marketing plans.
- Led the creation of innovative print and digital content through Adobe Creative Suite, including websites, social media campaigns, and paid advertising to enhance client visibility and engagement.