

C.J. Fay

New Market, MD
cjfay7@gmail.com

www.linkedin.com/in/c-j-fay/

410-804-2945
www.cj-fay.com

Versatile Digital & Brand Marketer

Record of success in management & development of digital & brand experiences | Improve business performance & profitability

Proven expertise and success in creating outstanding websites, digital marketing activities, product and brand videos, social media engagement and Ecommerce growth. Successfully oversaw all stages of initiatives, overcoming obstacles, and promoting brands and products with innovative and forward-thinking approaches. Award-winning leader with solid communication and relationship-building skills.

Expertise includes:

- **Digital Marketing Strategy**
- **Brand Development**
- **Email Marketing**
- **SEO Strategy and Execution**
- **eCommerce**
- **Web Design**
- **Video Production**
- **Social Media Strategy**
- **Content Curation**
- **Product Promotion**

Experience

SUNEX Tools Greer, SC

2023 - Present

Digital & Brand Sr. Marketing Manager (Greer, SC remote in Maryland)

Led multi-channel digital and brand marketing for SUNEX Tools and AI Mar Knives, executing partnership, PR, and influencer strategies while managing website development, eCommerce optimization, email campaigns, social media, and video production.

- Created marketing strategy that included online content creation, market analysis, eCommerce best practices, marketing communications, product information management, and social media marketing.
- Within 1 year, I had achieved a year-over-year branded impression growth of 63%, an engagement growth of 130%, and a follower growth of 17%, now 50% in year 3.
- Executed a digital social advertising plan that accumulated 26M impressions with an extremely low CPC of \$0.02 (\$0.40 average) and a healthy CTR of 3.13% (0.90 - 1.61% range)
- Successfully executed unique and creative brand launches that left the recipients commending the execution and compelled them to create additional content for the branded product due its clever execution.

Apex Tool Group (previously **Danaher Tool Group**) Sparks, MD

2008 - 2023

Digital & Brand Senior Marketing Manager

2015 - 2023

Spearheaded all digital efforts for organization and served as an advisor to domestic and global colleagues. This included web design, authoring, launch, and ongoing enhancements. In addition, email marketing, social media marketing, eCommerce, and video creation.

- Increased sales by 25% while improving the overall user experience by championing the successful launch of an international award-winning website, GEARWRENCH.com. This included 21% increase in new organic users, 22% in average session duration, 52% reduction in bounce rate, and 61% reduction in average load time.
- Pioneered email marketing strategy including content creation, copywriting, UTM tracking, and A/B testing all of which accounted for a +3K% increase in contacts, and a +17% in open and click-through rates.
- Directed all digital marketing efforts for the GEARWRENCH brand as well as partner relationships to grow to 2.6B Impressions (+216%), 88% Net Sentiment, and +1M Social Media followers.
- Contributed \$7M+ in sales by leading and executing all 5 steps of video production (1: Idea Development, 2: Scripting, 3: Production, 4: Postproduction 5: Marketing & Distribution) with product and brand teams to create 500+ videos that engaged the viewer in the key features and benefits.

Ecommerce Sr. Marketing Manager

2012 - 2015

Pioneered the Ecommerce business and strategy for multiple brands previously entrenched in brick & mortar and traditional sales channels by creating A+ content, SEO rich text, videos and social media for over 5K products.

- Grew Amazon and The Home Depot eCommerce business with feature rich content and product listings by 70% resulting in an additional \$9.8M (over 4 years across 17 brands).
- Initiated and led a where-to-buy structure for 2 websites, 15 online sellers, 7K products, and 9K local sellers that have accounted for +148% in click-throughs, +168% in sales, and +300% in where-to-buy impressions.
- Launched 12 different branded websites that increased sessions and new users by +27% while simultaneously building a social media audience from scratch. Increased audience to 500K+ generating 241M impressions with zero budget in 1 year.

Marketing Manager

2008 - 2012

Led cross-functional teams of 15 to manage promotions, sales and forecast analysis, content management, merchandising, project management, and account strategy for multiple customers valued at over \$372M annually.

- Managed 12 vendors to conduct strategic plans daily. Increased sales for one customer by launching over 500 SKUs and merchandising signage for over 40 feet of products, in just 4 months creating annual incremental sales of \$19M.
- Pioneered the first successful, multi-metropolitan, store blitz. Managing the strategic logistics for 6 teams, at 70 stores, in 2 days. While also creating the MarCom materials for product knowledge and point-of-sale aids for team and store associates, resulting in \$7.6M in incremental sales.

Newell Rubbermaid | Amerock Columbia, MD

2005 - 2008

Product Manager

Developed and executed a comprehensive plan for the profitable management of pricing, product positioning, gross margins, collateral materials, and point-of-purchase materials for a business worth \$95M annually.

- Executed product development of a new line of opening price point products with annual revenue of \$15M+ and a product catalog of over 350 items.

Ryan Homes, NVR Frederick, MD

2004 - 2005

Sales & Marketing Representative

Newell Rubbermaid Wooster, OH and Portland, OR

2002 - 2004

Associate Product Manager | Field Sales & Marketing Representative

Education and Certifications

- **Bachelor of Science in Business Administration (BSBA)** – Major: Marketing Minor: Web Development, Northern Arizona University, Flagstaff, AZ - Google Analytics Certification

Affiliations and Leadership Activities

- Board of Directors - Northern Arizona University Alumni Association
- Marketing & Communications Chair – Northern Arizona University Alumni Association
- Board Governance Chair – Northern Arizona University Alumni Association
- Marketing Communication Specialist for the NAU Alumni Washington D.C. Chapter

Awards | Accolades

- Acquia Engage Award Doers: Leader of the Pack Retail – 2022 - Best international retail website
- Craftsman Vendor of The Year Award – 2012 – 1 of 15 suppliers of 1,000s to be bestowed this honor
- Amerock - Step Up to the Plate Award – 2006 – Recognized by going above and beyond
- Ryan Homes - Top Salesperson Award – 2005 – Doubled individual sales goal for the year
- Rubbermaid President's Award – 2003 – Top 10 sales territory with 28% growth in sales
- Sigma Chi Balfour Award - SW Province & Chapter – 2002 – Most outstanding graduating senior 1 of 400
- NAU Golden Axe Award – 2002 – President's prize for exemplary leadership, academic excellence and service