CRAIG BALLARD

MARKETING MANAGER

I bring **sound judgment, discipline, and a bias for execution** to help organizations achieve their mission and goals. I move quickly to understand priorities, cut friction from workflows, and deliver dependable results — freeing teams to focus on what matters most: meeting objectives, serving stakeholders, and sustaining performance. My strength is **turning complexity into clarity**, giving leadership the actionable insight it needs, and making sure commitments are met efficiently and consistently.

WORK EXPERIENCE

Marketing & Communications Freelancer

October 2025 – Present
March 2024 – October 2024

Upwork — Remote (Contract)

- Provide marketing, design, and communications services to small-business and e-commerce clients on long- and short-term contracts.
- Develop brand messaging, copywriting, email campaigns, and marketing automation that strengthen brand voice and engagement.
- Manage paid search and paid social programs, optimizing online stores and campaigns with data-driven attribution.
- Produce and edit brand videos, product demos, social content, and on-brand collateral and product graphics.

Director of Marketing

November 2024 – October 2025

Trademark Property Company — Annapolis, MD

- Led all marketing and communications for Annapolis Town Center, spanning advertising, digital, social, events, and brand strategy.
- Directed brand messaging across corporate and development teams and managed ad placement, creative direction, and monthly ad audits.
- Managed annual marketing budgets and sponsorship programs, aligning spend with traffic, retention, and ROI goals.
- Planned, produced, and marketed signature on-site events and promotional campaigns with operations, leasing, and merchant partners.

Marketing Manager

January 2020 – February 2024

Sltns Engineered Systems — Hawthorne, NJ / Remote

- Led marketing and communications for a manufacturers' rep firm, promoting engineered systems and equipment to B2B customers and dealer/distributor networks.
- Developed and executed integrated campaigns, product launches, and sales collateral supporting the firm's manufacturer partners.
- Created digital, email, and social content — plus datasheets, presentations, and trade materials — that strengthened brand presence and lead generation.
- Planned and supported trade shows, product demonstrations, and dealer events, and coordinated product training and communications for reps and partners.

Marketing Manager

October 2015 – September 2020

Chesapeake Systems — Hanover, MD

- Developed B2B marketing strategies promoting the company's products across manufacturer and dealer channels.
- Managed product launches, sales collateral, and campaigns that strengthened brand visibility and partner relationships.
- Led trade show planning, product demos, and dealer events to build brand presence and generate partnerships.
- Coordinated product trainings for reps and dealers and streamlined communications to shorten the sales cycle.

CONTACT

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MEMBERSHIPS

- American Marketing Association
- American Communication Association
- American Institute of Graphic Arts

CERTIFICATIONS

- **Marketing & Brand Management**
  George Washington University
- **Professional Marketer**
  American Marketing Association
- **Velo Developer**
  WIX Learning Academy
- **Web Design & Graphic Design**
  Adobe Digital Learning Services

MARKETING & COMMUNICATIONS SKILLS

- Integrated Marketing Communications
- Brand Strategy & Positioning
- Public Relations & Media Relations
- Corporate & Internal Communications
- Content & Editorial Strategy
- Brand Messaging & Storytelling
- Digital & Social Media Marketing
- Paid Media & Campaign Management
- Email Marketing & Automation
- Stakeholder Engagement
- Event Planning & Marketing
- Marketing Analytics & Reporting
- Budget Management
- Team Leadership

TECHNICAL SKILLS

WEB DESIGN & DEVELOPMENT
HTML5, JavaScript, WordPress, Wix, Squarespace, Drupal, Joomla, Dreamweaver, Figma

SOCIAL & CONTENT
Facebook, Instagram, LinkedIn, TikTok, YouTube, Meta, HubSpot, Hootsuite, SOCI, Later

MARKETING & SEO
Google Ads, SEMrush, Meta Business Profile, CoStar, LoopNet

EMAIL & AUTOMATION
Marketo, MailChimp, Constant Contact, Zapier

GRAPHICS & VIDEO
Photoshop, Illustrator, InDesign, Canva, Final Cut Pro, Premiere, PowerDirector

ANALYTICS & REPORTING
SEMrush, Google Analytics

CRM & BUSINESS SYSTEMS
Salesforce, HubSpot, RealPage, Odoo, Airtable, Monday, Smartsheet

PRODUCTIVITY
Google Workspace, Microsoft Office

AI TOOLS
ChatGPT, Claude, Gemini, Adobe Firefly, Midjourney

E-COMMERCE
Shopify, WooCommerce, Magento, Odoo

References available upon request.

WORK EXPERIENCE (CONT.)

Director, Marketing & Communications
Colour Urbanus — Columbia, MD

- Directed integrated marketing and communications strategy for a portfolio of B2B and B2C clients, overseeing brand positioning, public relations, content, digital, and creative execution.
- Led account and creative teams — managing scope, timelines, and quality — to deliver multi-channel campaigns on brand and on deadline.
- Served as lead strategic advisor to clients, building relationships, presenting recommendations, and supporting new-business pitches and proposals.
- Directed campaign concepting, messaging, and media planning, and reported on performance to guide ongoing optimization and client retention.

Production Marketing Manager & Associate Producer
Viacom — Washington, DC

- Led marketing and communications campaigns across video, digital, and social for multiple productions.
- Created digital and social assets that grew audience engagement and retention.
- Produced and edited video, promos, and on-air segments for a local network subsidiary, managing shoots from concept through final cut.

KEY ACCOMPLISHMENTS

- **Trademark Property Company** — grew property traffic **18% year over year** and social engagement **35%** at Annapolis Town Center, increased merchant sales **12%** and customer satisfaction **20%**, and managed **$500K+** budgets and **$150K** in sponsorships while exceeding target ROI by **25%**.
- **Upwork (Freelancer)** — lifted online revenue **~23%** for an e-commerce client while lowering cost per acquisition through optimized paid media.
- **Sltns Engineered Systems** — strengthened brand presence and generated qualified B2B leads for manufacturer partners through integrated product-launch campaigns, trade shows, and dealer programs.
- **Chesapeake Systems** — drove **double-digit revenue growth** through product launches and sales collateral across B2B manufacturer and dealer channels.
- **Colour Urbanus** — built and led a creative team of five and lifted client audience engagement **30%** and ROI **20%** through integrated cross-channel campaigns.
- **Viacom** — increased audience engagement **25%** through digital and social content across multiple productions.

VOLUNTEER EXPERIENCE

Public Relations Volunteer
Habitat for Humanity — Memphis, TN & Columbia, MD

- Support media and communications efforts to raise awareness of Habitat's mission and local projects.
- Draft press releases, social posts, and outreach materials promoting fundraising events and volunteer opportunities.
- Build relationships with sponsors, media outlets, and community partners to enhance visibility and donor engagement.

Campaign Manager
Derrick L. Davis — Former Council Chair, Prince George's County, MD

- Directed campaign messaging, communications, and community outreach for a county council leadership campaign.

EDUCATION

M.S., Strategic Marketing Communications (Candidate)
Fordham University — Online Graduate Studies

B.A., English w/ Communications Concentration
Minor: Graphic Design
University of Maryland Eastern Shore