CHADWICK LUNSFORD

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High-level, forward-thinking Marketing Technology (MarTech) expert committed to excelling in optimizing systems and behavioral change, offering 12+ years of developing and implementing complex IT and digital marketing systems and strategies. Well-versed in IT Governance, Project Management, Live Production, Streaming, Online Learning, Virtual Events, Website development, Search Engine Optimization, Social Media: Engagement, Marketing Automation, Website Optimization, Business Development, Marketing Strategy, Psychological Personas, Enneagram Types, and Behavioral Patterns.

PROFESSIONAL WORK EXPERIENCE

IT Director - Tarsus Medical Group (January 2021-Present)

- Oversee and design Tarsus Medical system architecture, including risk assessments, assessment of existing systems, identification of new platforms and associated integration (API).
- Oversee Tarsus Medical IT governance; work with the executive team to ensure our technology and people are enabled to achieve overall business objectives.
- Develop and execute business-wide information security plan that protects the confidentiality, integrity and availability of company's data and servers.
- Develop business-wide disaster recovery and business continuity plan.
- Develop IT requirements and manage all IT and digital marketing platforms for online, virtual, live events and web applications, including building the overall tech strategy for the company.
- Manage outsourced IT vendors with regards to website development and maintenance.
- Lead strategic planning to achieve business goals by identifying and prioritizing development initiatives and setting timetables for the evaluation, development, and deployment of all web-based services.
- Work with CEO, General Manager, VP of Marketing, Design, Marketing, and technology team to create innovative applications that will support and drive the business forward.
- Build, maintain, and communicate detailed reporting, visualization, and other tools to deliver business insights and show business health.

Digital Marketing | IT Project Manager - Tarsus Medical Group (January 2015-2020)

- Oversee the daily operation of Tarsus Medical Group's IT projects and marketing campaign budgets, utilizing research, testing, and data analysis.
- Responsible for planning, setting structure and testing environments, and launching IT projects and marketing campaigns across Tarsus Medical various brands.
- Provide data-driven business intelligence through tracking website performance, trends, and online marketing results. Utilize and manage 8x8 Phone analytics, CRM, HubSpot, Google Tools, Hotjar, Seo Moz, Exit Intel along with other data monitoring tools.
- Manage LMS systems for Tarsus Medical across multiple platforms including Blackboard, Ethos, and ispring LMS.
- Work closely with programming managers on implementing new programs, including creating and managing online programs, live streaming production and providing video edits and creatives for events.
- Responsible for implementing the channel funnel, tracking, and improving email health metrics.

- Manage Google Analytics and Google Tag Manager accounts and profiles to ensure that the best data is available for data-driven marketing.
- Discover breakthrough strategies, tools, and ideas in the world of advertising and implement them in our advertising channels across various business units for all Tarsus Medical Brands.
- Identify, analyze, and interpret trends or patterns in complex data sets.
- Liaise with others in Marketing, Sales, and Advertising teams to implement Analytic data for data-driven marketing decisions.
- Monitor and report KPIs, including e-commerce, digital advertising, and email analysis.
- Work with the latest beta trials, cutting-edge technology, and leading experts in the advertising and marketing field.
- Configure back-end SEO elements such as .htaccess, robots.txt, metadata, site speed optimization, utilize google search console.
- Manage and optimize existing campaigns based on daily, weekly, and monthly KPIs.

Digital Marketing Manager- Family Physicians Group (FPG)-Orlando Florida (March 2010-June 2014)
- Lead marketing and project teams to success, keeping all stakeholders informed & documenting all activities on the relevant channels utilizing cutting edge technology to track, store, and analyze data.
- Executed the vision of the business leaders regarding website functionality and user experience;
- Created and implemented social media marketing and distribution plans across all channels.
- Manage email marketing (newsletter content, content-specific list segmentation, A/B testing)
- Manage Pay-Per-Click advertising (PPC) (construct Ad copy and campaigns with the creative team)
- Manage onsite and offsite SEO (link building, internal linking, local listings, infographics, and keyword-rich content creation)

President – Best 4 My Kid LLC -Orlando Florida (August 2009 - September 2010)

- Co-Founder Best 4 My Kid LLC, an online educational toy store focused on selecting only the best quality niche toys from around the world and selling them through various channels, including e-commerce websites, eBay, and Amazon Marketplace.

Strategic Account Manager- Virtual Media-Orlando Florida (March 2007- November 2009)

- Established and maintained professional working relationships with several key accounts including but not limited to MTV, Golf Channel, Reuters and Zuffa (UFC)
- Successfully utilized strengths-based selling approach to managing a territory while learning new products and technology
- Achieved multiple years of 100% or more revenue and profit quota
- Participated in field installations, non-linear system installations, networking, engineering, and customer support

Account Executive -Office Depot   Orlando, FL 2001 to 2007

Provided outstanding customer service offering support, building a client for life.
• Achieved consistently high client satisfaction ratings

EDUCATION

Doctor of Philosophy, Ph.D. - Sedona University – Sedona, AZ (Anticipated - 2022)
- ➢ Coursework included: Analytical psychology based on Carl Jung's work, archetypal psychology of James Hillman. The study of humanity's highest potential, attempting to describe and to integrate spiritual experience within modern psychological theory.

Internet Marketing, - Full Sail University – Winter Park, FL (2013)
- ➢ Coursework included: Business Storytelling and Brand Development, Internet Consumer Behavior and Analysis, Advanced Internet Marketing Strategies, Advanced Search Engine Optimization (SEO), Strategic Internet Public Relations, Web Analytics, and Optimization and Internet Marketing Campaign Development

NLP Master Practitioner Certification - Tad James Co.- – Henderson, NV (2012)
- ➢ Coursework included: Modeling, Sleight of Mouth Patterns, Values/Criteria, Meta Programs, Metaphors, Chunking, Executive & Personal Performance Evolution Programs, Sales Training Negotiation & Mediation Training, Leadership Training, Management Training, Corporate and Personal Transformation using NLP, Time Line Therapy (TM) and Hypnosis

BS in Entertainment Business - Full Sail University – Winter Park, FL (2008)
- ➢ Coursework included: Leadership and Organizational Behavior, Business Models, Professional Communication and Presentation, Professional Selling and Strategic Business Management

AS in Film -Full Sail University – Winter Park, FL (2006)
- ➢ Coursework included: Scriptwriting Techniques, Visual Storytelling, Fundamentals of Production, Broadcast Production, Entertainment, and Media Industries

Certifications -Southwest Florida College– Fort Myers, FL (2001)
- ➢ Net + Certification
- ➢ A + Hardware & Software

Training and Certificates
- ➢ Enneagram Trainings – Enneagram Institute, Enneagram Narrative
- ➢ Google Analytics Individual Qualification Certified
- ➢ Google Analytics 360 Certified
- ➢ Google Mobile Experience Certified
- ➢ Google Tag Manager Certified
- ➢ HubSpot Digital Marketing Certified
- ➢ HubSpot Content Marketing Certified
- ➢ HubSpot Marketing Software Certified
- ➢ Building Your Marketing Technology Stack Certified

***Excellent, Professional References Available Upon Request**