

Blake Hickey

Marketer, Videographer, Video Editor & Graphic Designer

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Summary

Passionate about helping B2B and B2C companies BREAKTHROUGH the noise of google search, social media, and email for the last decade. I have gained proven strategies to help your business increase revenue quickly. With over \$5,000,000 in ad spend for prospecting, retargeting, and retention campaigns. I have learned how to strategize and create on-brand content for any industry, promote it to unique new and available audiences, then optimize on the data coming in to increase marketing ROI.

Experience

Premium Digital Control & Automation | 9/2019 – Present

Marketing Manager, Videographer & Graphic Designer

Re-branded company and optimized copy to attract more high-end clients from Palm Beach to Miami. Managed marketing team, strategy, content creation, campaign scheduling, and optimization.

- Managed 8 residential, 8 commercial, 8 marine and 3 partnership campaigns separately.
- Attracted over 1,500 leads at an average \$20/per lead, generating over \$50Million in proposals.

Saved By The Dress & Bump Girl | 3/2018 - 8/2019

Social Media Manager, Email Manager Videographer & Graphic Designer

Developed marketing calendar to keep both sister companies on track to meet monthly marketing and content creation goals. Introduced Pinterest to have an additional positive ROAS channel.

- Leveraged influencers to increase engagement by storytelling through video and photo.
- Brought down CPA with unique brand and product content created in-house.

LogoUp & R.J. Roberts | 6/2015 - 3/2018

Marketing Manager, Videographer & Graphic Designer

Led the marketing team where all organic and paid content is created for both sister companies. Created automated marketing funnels for both companies to enhance the customer experience.

- Increased daily sales with segmented offers through social media and email lists.
- Composed, filmed, and edited promotional videos for YouTube and Social Media.

BC Surf & Sport & Billabong | 6/2009 - 6/2015

Social Media Manager, Videographer & Graphic Designer

Created digital and print marketing content for 18 stores with in-house team. Designed private label apparel, skateboards, and camera accessories to increase revenue on products that we knew sold best.

- Created paid and static social media content to increase in website and in store traffic.
- Re-designed website with in-house web developer and captured all new product photography.

Education & Awards

- AA Graphic Design – Art Institute of Fort Lauderdale (4.0 GPA) | 6/2009 - 6/2011
- Addie Award – Walmart Commercial Campaign | 6/2016
- Inc500 Award 2018 & 2019 – Saved By The Dress Fastest Growing | 1/2018 & 1/2019