

Arvell Craig

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Digital Marketing Expert with over 20 years in strategic marketing, consulting, business development. Specializing in marketing automation, funnel optimization, training, and public speaking. Available for roles utilizing relationship building, speaking, training and marketing strategy.

WORK EXPERIENCE:

Director of Compliance Services September 2021 – Feb. 2023

Contact Center Compliance, Santa Rose, CA

- o Doubled the consulting department's revenue by developing new and increasing product package value.
- o Advised in-house counsel, business owners and call centers managers on Federal and State telemarketing compliance laws and regulations
- o Increased company brand awareness via thought leadership and public speaking at virtual and national performance marketing events.
- o Supported account executives with sales calls and client on-boarding

CEO/Marketing Consultant January 2019 – Sept. 2021

Design That Speaks (dba Chatbot Funnels), Phoenix, AZ

- o Using conversational marketing and chatbots to double and triple conversion rates
- o Creating sales and marketing funnel system to generate consistent leads
- o Writing email marketing copy to generate leads, registrations and sales.

VP of Marketing February 2017 – Dec. 2018

Real Estate Negotiation Institute, Peoria, AZ

- o Developing new email marketing plans and campaigns.
- o Designing landing pages and email templates.
- o Writing email marketing copy to generate leads, registrations and sales.

Director of Marketing June 2015 – Jan. 2017

MiCamp Solutions, Phoenix, AZ

- o Developed email and ppc campaigns with custom landing pages
- o Developed Inbound marketing process, funnel, strategy and content
- o Managed company blog, press releases and email communications
- o Designed and managed print and digital media for operations and sales dept
- o Increased internal lead generation from 0 to 80 leads per month in 4 months

Affiliate & Channel Partner Program Manager February 2014 – Jun. 2015

MaxCDN, Los Angeles, CA

- o Building a new channel partner program to generate enterprise level referrals
- o Successfully acquired 15 channel partners in first 7 weeks
- o Successfully created outbound recruiting system
- o Hired and trained VAs to search, filter, and contact 100 prospects daily
- o Nurtured relationships and grew base of active affiliates
- o Negotiated and managed contracts and commission structures for affiliates

President January 2008 – Dec. 2014

Design That Speaks, Tulsa, OK

- o Increased client website traffic through search engine optimization
- o Redesigned non-profit and corporate websites for better branding and increase of lead generations
- o Managed teams of outsourced specialists to efficiently market client websites
- o Developed video training courses for client support and product sales

Sales and Marketing Manager January 2009 – Apr. 2009

Cimarron Sports, Tulsa, OK

- o Developed the wholesale business of a Chinese/American online sporting equipment company
- o Acquired new business via cold calling, direct and email marketing
- o Effectively added tools and systems for project management and marketing
- o Oversaw external copywriters and internet staff to maintain five websites
- o Increased number of dealers over 25%

Marketing Manager August 2007 – Mar. 2008

Diverge, Inc., Tulsa, OK

- o Managed 90% of the daily managerial operations of a four-man web design firm
- o Maintained relationships with present clients, assisting them in developing their web presence
- o Acquired new clients via direct sales and networking
- o Project managed three employees and over 30 small to large web projects

Web Developer May 2006 – Aug. 2007

Diverge, Inc., Tulsa, OK

- o Graphic designing of print media and website projects
- o Improved the company's brand and performance through creativity and design expertise
- o Consulted with clients and aided them in determining their internet marketing and web development strategy.

President/Creative Director May 2001 – Aug. 2004

Gebesthetics New Media Marketing Communications, Kalamazoo, MI

- o Designed corporate and organization identity and branding components
- o Designed websites and managed web projects for multiple clients

EDUCATION:

Master of Divinity, Oral Roberts University, 2007

Bachelor of Science, Western Michigan University, 2002

REFERENCES: Available upon request