



Charles Warnock

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Digital and Content Marketing professional with experience in Enterprise Software, Data Services, Financial Services, Real Estate and Travel

Tools and tech:

MS Dynamics CRM, ClickDimensions, Google Analytics & Tag Manager, JIRA, Zendesk, Unbounce, Eloqua, Salesforce, WordPress, MS Office, GitHub, SEO, Web Optimization

Employment History:

Consultant at Content Marketing Factory 2011– present

- Digital marketing content and strategy for financial services and tech
- Demand generation and strategy for Artificial Intelligence startups
- Website and video production, marketing campaign strategy

Director of Marketing 5/14-present

AmMAC, San Jose CA – Startup creating next-generation automated lending platform

- Head up product marketing and product definition
- Lead customer success and UX design for lending portal
- Implement CRM, Marketing Automation and Customer Success systems
- Implement Google Analytics / Tag Manager strategy for acquisition KPIs
- Wrote product specifications for wholesale (B2B) lending portal
- Develop new business opportunities through strategic partner alliances

Director, Digital Marketing 5/12- 5/14

Western Bancorp, San Jose CA – Wholesale Mortgage lender

- Developed multi-channel marketing strategy to support web-based acquisition platform with lead management, analytics and CRM
- Built B2B marketing campaigns to increase broker participation by 42%
- Created user guides and tutorials for proprietary Loan Origination system
- Created blog articles, videos, infographics, eBooks, Web content, press materials and sales enablement content for leading mortgage bank Senior Marketing Manager, Acquisition 2011-2012

Senior Manager, Demand Generation 5/11- 4/12

Ellie Mae, Pleasanton CA – SaaS Loan Origination System

Responsible for marketing & support materials for B2B lending system

- Led acquisition using Eloqua, Salesforce and Demandbase platforms
 - Created mortgage compliance eBooks, web content and paid advertising campaigns
 - Increased monthly production of qualified leads 5X through integrated marketing campaigns
 - Improved paid search conversion rate by 67 percent while reducing cost per conversion by half
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Director of Marketing / Business Development 2006-2011

Dominion Enterprises, Boca Raton FL & Norfolk VA Real Estate Marketing & Data Services

- Led marketing teams and strategy for Homes Media Division of leading provider of real estate marketing and media, including eNeighborhoods and Homes.com
- Increased corporate website traffic and lead capture more than 4X with SEO, syndicated articles, eBook downloads.
- Maintained profitable strategic alliances with National Association of Realtors®, Realogy, Inman News, RIS Media and others.

Marketing Director 2004-2005

HomeXperts, Inc., Miami FL – Real Estate Brokerage & Data Services

- Managed, measured and maximized effectiveness of marketing campaigns for real estate services and software group.
- Reduced paid search costs by 65% in 90 days, while increasing inbound leads.
- Created award-winning real estate Web site. (Best real estate site, 2005 Ektron All-Star).

Principal Consultant 2003-2004

Business TechKnowledge, Ft. Lauderdale FL – Marketing & Technical Communications

- Specialized in marketing for travel tech, healthcare, and real estate tech
- Created product communications, e-books, white papers and content for online visibility.
- Syndicated articles and press releases to drive search visibility and site traffic.

Manager, eBusiness Consulting, Product Communications Team Leader 1993-2002

Amadeus IT Group, Miami FL – Global Travel Distribution Technology

- Led staff of 14 responsible for implementing Amadeus e-commerce platform for air, car and hotel inventory.
- Project leader for travel industry's first online learning center, Amadeus e-University
- Interviewed internal and external clients to define and document functional requirements

 **Education:**

University of Florida
MA Journalism & PR

Florida Atlantic University
BA Communications

 **Additional Experience / Certifications:**

- Google Analytics Individual Qualification Certification
 - ClickDimensions Certification (marketing automation for MS Dynamics CRM)
 - Inbound Marketing Professional Certification, HubSpot
 - Volunteer for National Multiple Sclerosis Society & Stride Center of Oakland
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