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PROFESSIONAL SUMMARY

Highly accomplished marketing leader with decades of experience building brands, engagement, and revenue across diverse sectors, specializing in B2B, technology, engineering, and nonprofits. Proven success crafting compelling messaging platforms for diverse stakeholders, actualizing winning marketing strategies, and developing high-performing marketing and communications teams.

KEY SKILLS

- **Strategic Brand Development:** Brand architecture, policies, and guidelines; messaging platforms, creative direction
- **Data-Driven Marketing:** Market research, integrated campaigns, lead generation and nurturing, analytics, ROI optimization
- **Communications:** Copywriting, content strategy, email, web, print, audio, video, social media, public relations, public speaking
- **Leadership & Project Execution:** Cross-functional collaboration, team selection, training, mentoring, and motivating; project leadership, operational process creation and refinement
- **Platforms:** Microsoft 365, Adobe Creative Cloud, Google Analytics, CRM/marketing automation, WordPress, HTML/CSS, project management, audio/video production, digital and print production

EXPERIENCE

Director of Marketing, San Diego County Bar Association, San Diego, CA | 05/2019 – 09/2024

- **Led** strategic brand management and marketing planning, raising awareness and deepening engagement with members, government agencies, sponsors, and the public through consistent branding and communication of our unique value proposition.
- **Served as a strategic advisor** to the board of directors and executive management, including leading a comprehensive brand audit and realignment for the organization.
- **Directed** a \$400,000 annual marketing budget, maximizing ROI on member, partner, and public engagement initiatives.
- **Empowered** and **mentored** three direct reports, fostering collaboration, resourcefulness, efficiency, and quality assurance.
- **Consistently accomplished** multiple concurrent team projects under tight deadlines, maintaining high efficiency *and* quality.
- **Collaborated** closely with other departments, executive management, volunteer committees, and the board on strategic planning, market research, member surveys, organizational operations, and major event planning and production.
- **Increased** digital marketing performance to achieve up to 30% email open rates and 10% click-through rates by optimizing CRM/marketing automation, data-driven marketing, and highly engaging creative approaches.
- **Engineered** strategic retention and recruitment campaigns that revitalized membership to nearly 5,000 paid members annually.
- **Cultivated relationships** with community partners, sponsors and advertisers, adding over \$200,000 in non-dues revenue annually.
- **Created and produced** impactful email, web, social media, video, and print communications, successfully promoting member benefits, increasing attendance at events and educational programs, and advancing the association's social equity initiatives.
- **Oversaw** production of a weekly e-newsletter, a bimonthly 48-page print magazine focused on practicing law and social equity issues, an annual impact report, and a 40-minute documentary video commemorating the association's 125th anniversary.
- **Ensured** consistent brand messaging as lead copywriter and editor for marketing and PR communications.
- **Overhauled** the website design and user experience, significantly improving aesthetics and ease of accessing key content.
- **Secured** strategic media coverage and provided expert counsel to leadership on public positions and crisis communications.

Brand/Marketing Consultant, BRANDVIVO, San Diego, CA | 10/2009 – 05/2019

- **Created** brand strategy and impactful marketing campaigns for diverse clients in technology, managed IT, financial services, construction, energy, professional associations, and the nonprofit space.
- **Executed** end-to-end creative production including creative concepts, copywriting, video production, and significant print, digital, and web design.
- **Directed** and **collaborated** with freelance creatives in producing myriad brand and marketing assets for clients.

Marketing Director, Genesis Digital, LLC, San Diego, CA | 07/2017 – 10/2018

- **Led** a remote team of four marketers and content producers in a fast-paced, high-growth environment.
- **Co-developed** the go-to-market plan for Kartra, a SaaS all-in-one business and marketing automation platform.
- **Generated** 1,000+ customers and \$1M+ in revenue for Kartra in the first year with highly engaging campaigns for lead generation and lead nurturing.
- **Wrote and produced** email campaigns, landing pages, and videos, as well as an entire sales website, to drive Kartra subscriptions.
- **Orchestrated** content marketing initiatives that bolstered substantial growth in prospect lists and social media engagement.
- **Partnered** with customer support and engineering to continuously improve the product user experience.

Director of Marketing, Blue Star Families, Encinitas, CA | 12/2016 – 06/2017

- **Oversaw** marketing, PR, and event functions, leading a team of eight communications and creative professionals building community engagement and fundraising campaigns.
- **Executed** targeted integrated marketing campaigns in Salesforce Marketing Cloud, increasing the engagement of members, volunteers, and donors.
- **Delivered** a full suite of marketing communications including impactful collateral, testimonial videos, and an annual report.
- **Developed** a new website, enhancing the user experience and streamlining membership/donation processes.

Marketing Director, ZUZA, Carlsbad, CA | 09/2011 – 10/2013

- **Repositioned** the firm from a commercial printer to a full-service SaaS marketing technology company through a comprehensive strategic rebranding.
- **Achieved** a 200% ROI on multichannel campaigns, supporting sales of SaaS print-on-demand and traditional printing services.
- **Conceived and produced** a multi-year content marketing campaign, positioning ZUZA as a thought leader in the industry.
- **Oversaw and performed** design, copywriting, and production of the website, email, and direct mail.
- **Managed** our presence at events and trade shows, including logistics, booths, signage, and collateral.
- **Optimized** marketing automation through Pardot marketing automation integrated with Salesforce CRM.

Director, Marketing Communications, MIR3 (now OnSolve), San Diego, CA | 05/2009 – 10/2009

- **Rebranded** the company and its enterprise SaaS platform to drive differentiation and amplify competitive advantages.
- **Directed** public and analyst relations, securing positive recognition, including submissions to Gartner's Magic Quadrant report.
- **Developed** a full suite of collateral and customer success videos, and co-authored a definitive e-book on business continuity, supporting B2B marketing and sales efforts.
- **Produced** highly attended webinars, each reaching hundreds of qualified prospects and adding qualified leads to our sales funnel.

Founder, Creative Director, Epiphany Marketing, San Diego, CA | 11/2001 – 05/2009

- **Led** a team of 10 designers, writers, and videographers, both full-time employees and freelancers.
- **Developed** brands, collateral, and marketing campaigns including print, web, and broadcast for companies in diverse industries, including nonprofits, financial services, education, B2B technology, manufacturing, engineering, industrial services, energy, retail, and entertainment.
- **Clients** included Petco, Mission Federal Credit Union, Western Alliance Bancorporation, and UC San Diego.
- **Produced and directed** "Shindy.TV," a series about lifestyle and entertainment in San Diego and one of the earliest YouTube channels, leading a full production crew and host talent.

EDUCATION

- Master of Business Administration, University of Redlands
- Bachelor of Science, Marketing, San Diego State University (Magna Cum Laude)

VOLUNTEER WORK EXPERIENCE

VP of Communications, San Diegans for Gun Violence Prevention | 2018 – Present

- **Co-founded** the organization and co-developed the strategic vision and communications strategy.
- **Drives** public relations and communications advocating for gun violence prevention through legal advocacy, public education, and intervention initiatives in marginalized communities. Serves as a lead copywriter.
- **Frequent spokesperson** on local television and at civic group meetings.
- **Architected and manages** the organization's website, streamlining content and the user experience.

VP of Marketing, American Marketing Association, San Diego Chapter | 2023 – 2024

- **Developed** email marketing campaigns which drove attendance at monthly and annual events and elevated the organization's brand.
- **Streamlined** marketing workflows by implementing a new email marketing platform, project management platform, and systematized process.
- **Redesigned** a 10-year-old website utilizing an all-new design/build on WordPress.