

RON MARCUS, MBA

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- **LinkedIn:**
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 San Diego, CA

PROFESSIONAL SUMMARY

Business leader with 34 years of experience in branding, marketing, management, leadership, and nonprofit governance. Has worked in numerous industries, including enterprise technology (SaaS and hardware), financial services, legal, events, printing, retail, construction, energy, education, entertainment, and military, and has served in leadership positions in several nonprofits.

SKILLS

Strategic planning and problem-solving, brand building and stewardship, team leadership, culture building, media and analyst relations, partner relations, creative direction, motivational speaking and training, marketing automation, CRM, email marketing, WordPress, HTML, CSS, Microsoft Office 365, Google Workspace, Adobe Creative Cloud, Final Cut Pro X, audio and video production, print production, multichannel marketing campaigns, content marketing, copywriting, social media.

EDUCATION

- **Master of Business Administration**
University of Redlands,
May 2000
(GPA: 3.92)
- **Bachelor of Science, Marketing**
San Diego State University,
May 1989, Magna Cum Laude
(GPA: 3.57)

WORK HISTORY

Director of Marketing & Public Outreach — San Diego County Bar Association

San Diego, CA • 05/2019 – Current

- Crafted member retention and recruitment marketing campaigns that reversed a years-long decline in membership, stabilizing our membership at over 5,000 San Diego County attorneys
- Introduced project management and process disciplines which have significantly improved the quality, output, and on-time delivery of marketing communications under continually tight deadlines
- Led a comprehensive brand audit and rebrand to strengthen the association's connection with members
- Facilitated an organizational culture initiative to elevate team trust, morale, cohesion, and retention.
- During two periods of executive leadership turnover, advised management and Board leaders, and crafted, edited, and published communications to inform and reassure membership
- Collaborate with and advise over 60 volunteer leaders on various committees and the association Board of Directors on running various aspects of the organization, including membership, brand, marketing, external and internal communications, revenue generation, strategy, and policy
- Conduct all media relations on behalf of the association and provide strategic PR counsel to leadership
- Support and mentor the marketing team in the creation and production of multichannel campaigns promoting and supporting our service offerings, volunteer activities, membership renewal/recruitment, and a high volume of ongoing programming and events
- Direct copy and design for all print advertising, promotional emails, e-newsletters, social media, a bimonthly print magazine, annual reports, videos, and the website
- Run our digital and print advertising sales, contributing over \$170,000 in revenue annually
- Negotiate contracts with 3rd party marketing partners

Brand/Marketing Consultant — BRANDVIVO

San Diego, CA • 10/2013 – 05/2019

- Provided strategic branding council and developed marketing campaigns for clients in technology, financial services, construction, energy, professional associations, and nonprofits
- Managed a team of freelance designers, web programmers, photographers, and videographers to produce branding assets and marketing communications for a wide variety of clients
- Performed all copywriting and a significant portion of print, digital, and web design and production
- **Note: I took hiatuses from this work when employed at other organizations**

Marketing Director — Genesis Digital, LLC

San Diego, CA • 07/2017 – 10/2018

- Led a six-person, fully-remote team of marketers and content producers
- Managed the marketing launch of Kartra, a SaaS marketing automation and e-commerce platform, securing thousands of new customers and several million dollars in revenue within a year
- Wrote and built the sales website for Kartra
- Led planning, creation, and tracking of marketing funnels for launch and ongoing promotion of three software product lines
- Completely rebuilt one of our sales websites to comply with GDPR
- Directed content marketing which helped attract thousands to our prospect lists and social media groups
- Hosted regular customer support and QA webinars which proved very popular with our customers and contributed to overall customer satisfaction and retention

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WORK HISTORY *(cont.)*

Director of Marketing — Blue Star Families

Encinitas, CA • 12/2016 – 06/2017

- Led a team of nine, spanning marketing technology, social media, events, PR, promotions, copywriting, and graphic design, with daily huddles and weekly 1:1s
- Produced a full suite of marketing communications for this military nonprofit, including collateral and testimonial videos
- Architected a new WordPress website, simplifying the user experience for members and donors

Marketing Director — ZUZA

Carlsbad, CA • 09/2011 – 10/2013

- Rebranded the firm from a commercial printer to a full-service marketing support company.
- Launched and managed marketing for ZUZA's new SaaS Marketing Asset Management platform
- Worked closely with our technology partners for joint technology/marketing efforts
- Led a culture audit and major culture-building initiative to unite the team and boost morale
- Implemented a marketing automation solution integrating Pardot with Salesforce
- Crafted and ran a multi-year marketing campaign, including email marketing, white papers, blogs, testimonial videos, a full suite of sales collateral, a comprehensive new website, and trade shows
- Achieved 200% ROI on multichannel marketing campaigns

Director, Marketing Communications — MIR3 (now OnSolve)

San Diego, CA • 05/2009 – 10/2009

- Rebranded the company to better differentiate its SaaS emergency notification platform
- Managed marketing communications, analyst relations, and public relations strategy and execution
- Produced a customer success video series and co-authored an e-book on business continuity

Founder, Creative Director — Epiphany Marketing

San Diego, CA • 11/2001 – 05/2009

- Led a team of ten designers, writers, and videographers to help companies with their branding and marketing communications
- Industries: banking, technology, construction, entertainment, retail, and nonprofits. Clients: Petco, Mission Federal Credit Union, Western Alliance Bancorporation, Geppetto's Toy Stores, Liquid Environmental Solutions, and UCSD
- Conceived and produced "Shindy.TV," an internet television show about San Diego lifestyle and entertainment, with multiple hosts and a full production team, which ran for two years

VOLUNTEER WORK

- **VP of Communications, San Diegans for Gun Violence Prevention** — 02/2018 to present
 - Founding board member, president for six years, website architect, PR manager, frequent spokesperson on local television news. [Website](#) »
- **VP Marketing, American Marketing Association, San Diego Chapter** — 02/2023 to 02/2024
- **Board Member, San Diego Direct Marketing Association** — 2012 to 2014
- **Delivery Driver and video producer, Mama's Kitchen** — 2009 to 2013
- **Board Member, United Jewish Federation** — 2004