

# ROB PHIFER

An accomplished data-driven omnichannel marketing executive renowned for versatility, innovation, and strong leadership. Fueled by a passion for continuous learning, collaboration, quantifiable growth, team building and shared success.



## EXPERTISE



### OMNICHANNEL MARKETING

A versatile marketing strategist, adept across industries, known for blending creativity and analytics to drive success for both major corporations and emerging brands, with proven success in a very broad range of marketing disciplines.



### DATA INTELLIGENCE

An authority on data-driven strategy and marketing performance analytics, skilled at leveraging diverse data sources, tools, and platforms to extract the insights needed to maximize returns from marketing investments.



### CONTENT DESIGN

A master in the art of design, with expertise crafting diverse, compelling content, communications materials, and user interface solutions that have earned best-in-class acclaim for their innovative, visually stunning, design and successful impact.



### MEDIA ACTIVATION

An expert at developing omnichannel media plans, audience and messaging strategy and content that maximizes results on channels and platforms ranging from search and social to retailer, demand side, and programmatic advertising.

## STRENGTH



PERFORMANCE  
MARKETING



COMMERCE  
MEDIA



CONSUMER  
EXPERIENCE



VISUAL  
COMMUNICATION



## INTRODUCTION

- An accomplished data-driven omnichannel marketing executive renowned for versatility, innovation, and strong leadership. Fueled by a passion for continuous learning, collaboration, quantifiable growth, team building and shared success, I bring a relentless drive to excel in cultivating opportunities and consistently deliver results that surpass expectations.



## SKILLS

- - Accelerating account and client relationship growth
  - Building, uniting, and leading high-functioning, cross-discipline teams
  - Creating and delivering exceptional communication materials
  - Cultivating new and organic business growth
  - Conceptualizing and proposing creative solutions
  - Identifying inefficiencies and uncovering opportunities
  - Inspiring camaraderie and positive culture
  - Leveraging data and mining insights to drive strategy
  - Measuring and analyzing results for performance optimization
  - Planning roadmaps and leading product development
  - Providing digital media expertise and dynamic thought leadership
  - Overcoming obstacles to achieve objectives



## EXPERIENCE

● 08.21 - CURRENT

### VICE PRESIDENT | PUBLICIS GROUPE

#### OMNICHANNEL MARKETING, DATA INTELLIGENCE

- Act as a subject matter expert for an agency group of over 5,000 people, providing expertise in leveraging data for strategic omnichannel marketing campaign planning and execution to drive growth for major global brands including Dove, Axe, Hellmann's Foods, Ben & Jerry's, Dunkin', Colgate, Dixie, and Molson-Coors, among others.
- Lead a cross-functional data intelligence team of 8 using Python, R, Apache Spark, and other languages within data environments such as Data Bricks, Amazon Redshift and Google BigQuery to develop strategic insights for the planning, development, execution, and performance analysis of hundreds of commerce media campaigns each year, featuring average budgets ranging from \$50 to \$500 thousand.
- Guide the development of platform and channel strategy, tactical plans, key performance indicators, measurement frameworks, audience segmentations, strategic insights, and performance optimization strategy integral to maximizing returns for well over \$300 million in annual client marketing investments.
- Collaborate as a vital member of the agency's senior leadership team to develop, execute, measure, and optimize extensive, multi-channel digital commerce campaigns on retail media platforms, including but not limited to Amazon, Walmart, Target, Kroger, CVS, Walgreens, Meijer, Ahold, Instacart, and more.
- Personally selected by the Executive Vice President of Data Intelligence to play a pivotal role in establishing, building, productizing, and operationalizing a fully integrated data intelligence offering within the agency, resulting in an additional \$1 million in revenue within the initial 6 months.
- Achieved an annual average growth of 40% in scope revenue value for a key client over a three-year period while maintaining >45% agency profitability.
- Direct a team comprised of data scientists, analysts, engineers and project managers in crafting analytic dashboards, performance insights, optimization assessments, and incremental sales revenue reports to inform business decision-making, and scale best practices across over 1,500 campaigns.

- Contributed to the planning, strategy, development, execution, and measurement for a series of marketing campaigns that delivered a level of success that resulted in 6 Effies, 5 Reggies, and 1 P2Pi Omnichannel Awards.
- Drive the development and implementation of performance optimization insights derived from data analysis methodologies such as marketing mixed modeling, time series intervention and geo lift modeling, regression, cohort, cluster, and sentiment analysis yielding an average 2-4x year-over-year increase in annual program return on ad spend.
- Pioneered and spearheaded the creation of a proprietary, cloud-based campaign performance analysis tool that improved speed to insights by over 75% by leveraging APIs, 3P data feeds, and custom scripts to automate the collection, normalization, and reporting of holistic, tactic-level campaign performance across multiple platforms, channels, brands, and categories.
- Collaborate with executive-level clients and multifunctional stakeholders, engaging in consultation, providing thought leadership, and presenting solutions, product roadmaps, performance measurement frameworks, proposals, estimates and statements of work tailored to address their unique business needs and achieve their objectives.
- Conduct research, provide points of views, recommendations, and champion the implementation of cutting-edge marketing tools, technical solutions, platforms, and services to optimize commerce media investments, including but not limited to Foresight ROI, CitrusAds, Amazon DSP, Criteo, and more.
- Harness expertise in visual communications to distill intricate concepts and information into powerful presentations, infographics, sales materials, and business intelligence dashboards in Power BI, Tableau, and others that earn best-in-class acclaim from numerous stakeholders for their clarity and effectiveness.

12.19 - 07.21

## VICE PRESIDENT | INTEGRUM WORLDWIDE

AGENCY DIRECTOR, DIGITAL STRATEGY

- Directed the digital media agency within a multifunctional agency group comprising five agencies with service offerings in branding, digital, content media, experiential, and influencer marketing and clients including among many others, Bentley, 7-Eleven, Disney, FX, Peter Thomas Roth, Kevita, Fox, and Fiji.
- Oversaw all facets of daily agency operations, including optimizing staffing efficiency, enhancing client service satisfaction, and improving deliverable turnaround times—resulting in a 40% increase in client retention and a 25% reduction in project completion timelines.
- Operated as an executive-level leader and the agency group's digital marketing subject matter expert while also overseeing a team of 25 digital marketing specialists with skills and responsibilities spanning strategy, creative, media, analytics, and project management.
- Lead the planning, buying, development, execution, performance analysis and reporting of social platforms advertising, programmatic digital media activations, and search engine optimization campaigns for clients with monthly budgets ranging from \$10,000 to \$250,000.
- Drove goal setting and the achievement of business growth objectives by defining, analyzing, and tracking opportunities and leads within Salesforce, and led the pursuit, development, and presentation of project estimates, client proposals, statements of work, and contracts, contributing to a 35% increase in successful project acquisitions within 12 months.
- Acted as the group's subject matter expert for data-centric marketing solutions, integrated performance measurement frameworks, audience segmentation strategy, and in-flight optimization techniques that improved Google, Facebook, and YouTube campaign effectiveness across all accounts by an average of 15%.
- Created and managed staffing plans, resource requirements, and project delivery for initiatives and client deliverables, encompassing demand generation, engagement and conversion focused campaign execution, creative asset building, e-commerce website development, direct to consumer strategy building, audience profile creation and touchpoint journey mapping.
- Devised, developed, and executed operational policies and strategic planning to align with organizational business objectives, overseeing agency fiscal activities, including budgeting, forecasting, P/L management, and reporting that maintained agency profitability despite the 7% drop in global commerce in 2020.

01.16 - 12.19

## VICE PRESIDENT | EPSILON

### DIGITAL STRATEGY

- Spearheaded the development of holistic digital marketing strategies, driving innovative brand growth solutions for prominent brands in the consumer-packaged goods industry, such as Mars, Coca-Cola, Bacardi, and Georgia Pacific.
- Led a cross-functional team of 25, overseeing the end-to-end process, technical and creative development, user experience enhancement, search engine optimization, eCommerce functionality integration, as well as analytics and reporting requirements for brand websites, collectively attracting well over 10 million visitors annually.
- Collaborated seamlessly with developers, project managers, account executives and creative teams across large scale CRM / email campaign initiatives to include planning, technical development, content strategy, testing, delivery, and real-time reporting for nearly 2 million brand emails annually.
- Harnessed extensive 1st and 3rd party data resources to construct comprehensive consumer journeys, extract valuable target audience insights, and craft demographic personas that facilitated strategic planning for existing accounts and paved the way for securing an incremental \$1 million for a key client account.
- Collaborated as member of executive leadership on the end-to-end strategy, staffing, scope of work development, budgets, deliverables, client support, communications, and account growth planning for client account retainers exceeding \$25 million annually.
- Oversaw a team of 4 data analysts responsible for digital marketing channel key performance indicators, diligently monitored and tracked performance metrics, conducted thorough result analyses, and crafted optimization plans spanning a diverse array of both online and offline marketing and merchandising channels.
- Executed a comprehensive campaign strategy integrating owned, earned, and paid brand channels to elevate the consumer experience, optimize cost-effectiveness, and meticulously track approximately 3 million consumer touchpoints, resulting in over \$250,000 in incremental revenue for a key client over a 6-month period.
- Conceptualized and collaborated with key stakeholders to create nine digital ecosystem marketing strategy playbooks that served as client toolkits playing a pivotal role in unifying planning, providing education, standardizing communication, capturing learnings, and fostering integrated strategy development.

11.14 - 01.16

## SENIOR DIRECTOR | EMIDS

### MARKETING

- Directed an internal marketing team of 4 on the development and management of both online and offline healthcare-focused marketing initiatives and content development that had a quantifiable impact on the organization successfully achieving the goal of doubling total revenue within a 3-year timeframe.
- Led the creative vision and strategy for a brand redesign along with the respective digital marketing and direct mail campaigns, digital channel enhancements, sales presentations, collateral, and networking events that were instrumental in generating over \$20 million in net-new revenue in a single year.
- Oversaw the organizations CRM strategy and Salesforce Pardot marketing platform successfully crafting impactful digital email campaign content and messaging that in one campaign achieved a remarkable opt-out rate of less than 0.1% from a distribution of over 20,000 sends.
- Played a pivotal role in the design, development, and management of IT-related special projects, while concurrently serving as a company thought leader and advisor on marketing technology to a diverse set of internal stakeholders and clients.
- Implemented streamlined processes and cross-functional workflows through web-based automation platforms and CRM tools, enabling efficient analysis and reporting on over 100,000 marketing touchpoints.
- Managed the organizations marketing strategy, planning, budget, experiential strategy, vendor selection, contract management and on-site event facilitation for large scale Healthcare conferences and corporate sales events that resulted in an average target attendee success rate of 85%.

01.14 - 07.14

## DIRECTOR, CONTRACT | MCN INTERACTIVE

WEBSITE DEVELOPMENT, USER EXPERIENCE

- Oversaw project deliverables and coordinated internal and external development resources for creative, content development, copywriting, technology and web-based projects with budgets ranging from \$10,000 to \$100,000.
- Managed a team of 12 through the execution and successful completion of over 15 major digital creative projects within a 6-month period, consistently met or surpassed deadlines within budget for local area clients such as Nashville's Ryman Auditorium, Music City Center, Dollar General, and The Charlie Daniels Band.
- Directed the end-to-end process, including conceptualization, design, wireframing, UI/UX development, technology requirements, and content updates, for nearly 100 individual client websites.
- Introduced streamlined workflow processes, enhancing accountability for manpower and resources, resulting in an average profit per project increase of nearly 20%.
- Enhanced and standardized client communication procedures, proofing and approval processes and project management procedures that resulted in an average reduction of 2 weeks for project completion timelines.

02.13 - 01.14

## DIRECTOR, CONTRACT | EMIDS

MARKETING, CREATIVE

- Functioned as both creative director and project manager, leading diverse internal and external team members to deliver on-time and under-budget projects ranging from email campaigns, websites, digital and print collateral, press releases, sales presentations, animated videos, and data dashboard design.
- Responsible for leading a diverse series of concurrent marketing projects, necessitating seamless coordination among internal, external, and international stakeholders and direct engagement with the companies C suite executives.
- Conceptualized, designed, developed, and executed a digital marketing new customer acquisition campaign that included a closed loop direct mail component that resulted in a 20% increase in attendance for a pivotal sales conference and over 250 net new executive level customer leads.
- Led the conception, planning, strategy, staffing, and in-house technical execution of the organization's website redesign initiative, achieving a cost savings of over \$25,000 compared to 3rd party vendor quotes.
- Developed and implemented comprehensive company brand guidelines, successfully unifying a diverse range of over 100 online and offline marketing and sales collateral within a span of less than 1 year.

11.08 - 02.13

## DIRECTOR | ARMY NATIONAL GUARD BUREAU

MARKETING PROGRAMS, AGENCY LIAISON

- Contributed to the development and direct management of government contracts for diverse, recruiting focused marketing initiatives for the Army National Guard that totaled over \$100 million within a 6-year period and fostered advertising partnerships with notable brands and celebrities including Nascar, Michael Jordan, Kid Rock, Mountain Dew, 3 Doors Down and Indy Car, among others.
- Personally selected by the National Guard Bureau Strength Maintenance Division Chief to serve as the Contracting Officer Representative and Program Manager for a \$25 million annual budget for the Path to Honor project, an innovative, first of its kind solution for streamlining the lead acquisition, screening, nurturing and conversion to enlistment process through web-based marketing technology.

# ROB PHIFER

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- Directed and worked alongside the Agency Operations lead in overseeing the day-to-day management of a diverse staff comprising over 200 personnel, encompassing roles such as software developers, data analysts, creatives, phone operators, and account executives.
- Directly accountable for overseeing the conceptualization, planning, development and day-to-day management of digital marketing initiatives and web-based technology projects with monthly budgets often exceeding \$1 million.
- Conducted in-depth research, formulated, and authored statements of work and requests for marketing services proposals, while leading selection boards to meticulously evaluate and choose from responding agencies for contracts with values ranging from \$1 million to \$25 million.
- Served as product owner and strategy director for the nationalguard.com website, collaborating with various stakeholders to execute marketing campaigns and search engine optimizations aimed at enhancing brand affinity, engagement, and lead generation driving an average of 20,000 visits per month.
- Managed the scheduling, creative direction, content strategy, development, production, and distribution of a monthly direct mail publication, GX Magazine, reaching an average of 250,000 households per month.



## OTHER EXPERIENCE

05.99 – 10.08

### MANAGER | ARMY NATIONAL GUARD

OPERATIONS, HUMAN RESOURCES, TRAINING

05.94 – 05.98

### PHOTOGRAPHER | UNITED STATES MARINE CORPS

IMAGERY ACQUISITION, INTELLIGENCE



## EDUCATION

01.05

### BFA | VISUAL COMMUNICATIONS

AMERICAN INTERCONTINENTAL UNIVERSITY, SUMMA CUM LAUDE

01.03

### AA | BUSINESS ADMINISTRATION, MARKETING

AMERICAN INTERCONTINENTAL UNIVERSITY, SUMMA CUM LAUDE



## DESIGN EXPERTISE

- Photoshop
- Illustrator
- InDesign
- Premier Pro
- XD
- Acrobat
- Figma
- Sketch
- Invision
- WordPress
- HTML
- PowerPoint
- Keynote
- Google Suite
- Tableau
- Power BI



## AWARDS

- TS/SCI Security Clearance
- Meritorious Service Medal
- Army Commendation Medal
- Army Achievement Medal
- Navy Achievement Medal
- Air Force Achievement Medal
- Army Reserve Achievement Medal
- National Defense Service Medal
- Global War on Terrorism Medal
- Armed Forces Service Medal
- Humanitarian Service Medal
- NATO Medal
- Outstanding Volunteer Service Medal
- Army Service Ribbon
- NCO Development Ribbon
- Overseas Service Ribbon
- USN Deployment Ribbon



## ACCOMPLISHMENTS

- 3x IRONMAN Triathlon Finisher – 140.6 miles
- 10x IRONMAN Triathlon Finisher – 70.3 miles
- 2x ULTRA Marathon Finisher – 50 miles
- 2x ULTRA Marathon Finisher – 50 kilometers



## VOLUNTEER SERVICE

- Paralyzed Veterans of America
- Wounded Warrior Foundation
- Warrior Shoot Event Group
- Memories of Honor
- Susan G. Komen
- Team HUNT



## CERTIFICATIONS

- Project Management Professional, PMP, 2010
- USA Triathlon Certified Coach, 2011-14



## LOCATION

- Nashville, Tennessee