

GREG CARLSON

Arlington, VA | (571) 372-9772 | gregmcarlson@gmail.com | linkedin.com/in/greg-carlson

CAREER SUMMARY

Innovative and creative marketing leader who has spearheaded over 100 brand transformations and brand builds during the past 15 years, including for some of the largest and best-known brands in the world. Skilled at creating impact through a mix of internal, traditional, social, digital and earned media channels. Expert in building, leading and inspiring diverse and inclusive teams around the globe.

WORK EXPERIENCE

GENERAL MANAGER OF STRATEGIC SERVICES, Saasko

March 2016 – Present

- Built, managed, and led the most diverse team in the company, a team of 300 creatives, data analysts, community managers, and content creators across five global offices
- Oversaw the brand transformation and brand building for 10 different companies, including Meta, Target, Johnson and Johnson, and VRBO, using a process of quantitative and qualitative research, competitive analysis, stakeholder interviews, and brand identity development
- Worked across the organization to sharpen current offerings and develop new ones while building the team from 25 to 300, which resulted in over \$150 million in new revenue over the past 6 years (3.5x increase)
- Developed award winning Brand Love programs for Meta, Target, VRBO and other Fortune 100 companies.
- Created and implemented social and digital marketing strategies for 200 software companies, resulting in year over year retention rate of 95%
- Launched multiple products, brands and services for Facebook, including Oculus, Meta brand-launch, and Facebook Watch

MANAGING DIRECTOR, DIGITAL SERVICES, Pixado

November 2013 – March 2016

- Led a team of 85 digital marketing professionals across five offices and created new career paths and professional development opportunities for the team members
- Spearheaded brand transformation and brand building efforts for 10 different companies, including Indeed, Arby's, and Shell, resulting in higher engagement rates, top-of-funnel awareness, and an increase in brand loyalty
- Worked with cross-functional teams to develop new offerings related to data analytics and established a creative content team, resulting in 35% revenue growth in the first year and 80% the following year
- Championed the integration of new marketing techniques (digital/social) with traditional PR techniques for both new and existing clients

GROUP DIRECTOR, DIGITAL ENGAGEMENT, WNEW

February 2012 – October 2013

- Grew the Engagement Team from scratch to the third most profitable team in the company in six months
- Increased the capabilities and knowledge base of the team by identifying knowledge gaps in the team and either creating a new role and hiring someone for that position or providing a path for an employee to grow into a new role
- Directed the brand transformation and brand building for 5 major companies, including Verizon, Michael's, Pfizer
- Integrated online digital and social marketing with offline efforts across the organization by working with the traditional PR and marketing teams
- Developed and executed large-scale digital customer experience initiatives by conceiving and executing owned and shared content to educate and entertain the public about the launch

PRIOR WORK EXPERIENCE

Co-created an award-winning marketing model which shows how to use word of mouth marketing to inspire excitement and engage customers and stakeholders in order to ignite powerful, sustainable, and meaningful movements. Created and implemented marketing and social media initiatives and integrated them with current public relations and marketing efforts. Developed and wrote proprietary marketing curriculum for leader training, including best practices, social media tool training, and industry transparency.

SKILLS

- Brand transformation and building
- Product, brand, and service launch
- Microsoft Suite products
- Team building
- Thought leadership
- Marketing and branding strategies
- Digital and social media marketing
- Content based storytelling

EDUCATION

Bachelor of Arts in Marketing and Communication

Wayne State University, Detroit, MI