

# ROBERT FREEMAN

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## MARKETING DIRECTOR, DIGITAL

Digital Marketing Director with experience planning, directing and leading campaigns generating as much as \$500M in annual revenue. Leads cross-functional teams to drive traffic and sales, improve web conversion rates, increasing lift by approximately 20%. Launches and updates mobile apps to improve user experience; increasing usage by up to 75%. Develops relationships throughout organization; identifies and manages third-party agencies and vendors.

- Digital / Social Media / Mobile Marketing
- Ecommerce & Web Content Marketing
- Performance Marketing
- Mobile App Development
- Brand Marketing / CRM
- Product & Category Marketing
- Agency / Vendor Management
- Team Leadership / Training/ Development

## EXPERIENCE

[TGI Fridays](#), Dallas, TX

2019 – Oct 2020

**Director – Marketing**

- Led cross-functional teams to complete more than 25 profitable, traffic-driving promotional campaigns worth approximately \$350M, including digital, email, social, IT, culinary, operations and finance to implement.
- Managed third-party agencies to execute digital marketing campaign strategies and promote content through paid digital media, paid search, video and global social media.
- Developed strategic omnichannel marketing promotions annually, targeting acquisition and retention online and in-restaurant visits.

[Main Event Entertainment](#), Plano, TX

2017 – 2019

**Director – Digital Marketing**

- Improved the brand's digital presence by developing, directing and launching strategic initiative that included targeted digital media advertising, paid SEM and SEO, email campaigns, website content and social media.
- Decreased website bounce rates by 20% and increased conversions by managing cross-functional teams to launch an improved ecommerce website.
- Improved email open rates by 10% through personalization, CRM targeting, A/B testing and cleansing.
- Strategized, planned and executed omni-channel roadmap and marketing calendar showcasing traffic driving offers to support more than 45 locations. Partnered with B2B sales teams to increase lead generation sales.
- Improved the brand's digital presence by developing, directing and launching strategic initiative that included targeted digital media advertising, paid SEM and SEO, email campaigns, website content and social media.
- Improved social media presence through strategic process improvements, targeted messaging, partnering with influencers and enhanced organic posts that drove higher engagements.
- Developed financial/budget forecasts for \$2.5M budget; managed and sourced external agencies and vendors.

[Greyhound](#), Dallas, TX

2015 – 2017

**Director – Ecommerce**

- Product manager/owner of multi-million dollar digital customer facing Ecommerce platforms for web, mobile app and self-service kiosk.
- Increased conversion rates by 20% with new website launch in U.S. and Canada; led cross functional teams through customer surveys, user stories, prioritizations, wire frames, design, UAT and implementation.
- Increased mobile app usage by 75% by redesigning, updating and launching user experience and functionality for both iOS and Android.
- Saved over \$400K annually by planning and building new Ecommerce team, transitioning workload from external agencies to in-house. Implemented new processes to improve efficiency.

- Developed annual strategic digital roadmap for web, mobile app and kiosk user improvements, while maintaining progress on defect backlog. Developed regular digital reporting using Google Analytics.

[Michaels](#), Irving, TX

2008 – 2015

**Director – Digital Marketing**

- Generated more than \$500M annual revenue by planning and directing digital omni-channel marketing campaigns, including targeted display and search plans that drove online and offline conversions, supporting \$4.7B retailer with approximately 1100 stores in the U.S. and Canada.
- Generated \$50M in incremental sales with launch of new Ecommerce site from the ground up using Demandware; developed the team to load the full online assortment, A/B tested for better online conversions.
- Launched and managed Michaels first mobile marketing program, including mobile apps for iOS and Android, mobile messaging and coupons, resulting in more than 1.5M downloads.
- Led 3 direct reports and managed a cross-functional team of 13 for all web content & digital marketing for U.S. Ecommerce, and Canadian English / Canadian French non-Ecommerce websites.
- Drove qualified online traffic for higher conversions by launching new online affiliate program, Google product listing ads, PPC, and CSE programs.

**Director – Digital Marketing & Social Media**

- Launched and managed social media for Michaels, identifying best platforms to attract core customers, including Facebook, Twitter, Instagram, YouTube, Pinterest and influential craft blogs.
- Managed marketing/PR communications, as well as PR agency, to obtain the maximum number of impressions, including press releases, press kits and pitches for national and local coverage.
- Planned, managed and executed brand integrations, including in-store celebrity appearances, TV sponsorships and on-site filming with Ellen DeGeneres, Martha Stewart and Tori Spelling. Directed marketing plans to support each.
- Created and implemented Social Advocate Program, engaging influential bloggers that expanded our reach of key programs. Repurposed advocate and user generated content throughout various marketing channels.

[Blockbuster Inc.](#), Dallas, TX

1999 – 2008

**Sr. Marketing Manager**

- Increased retail sales by 20% through strategic marketing programs partnering with film studios such as Paramount, DreamWorks, Universal, Sony, MGM, Fox, Warner, Disney and Lions Gate.
- Partnered with Microsoft, Nintendo and Sony to develop promotions that delivered incremental revenue.
- Managed the development and execution of all marketing for the \$200M Food & Beverage, \$130M Gift Card, Consumer Electronics, \$5M Licensed Product and Ethnic Segments lines of businesses.

**EDUCATION & TRAINING**

**University of North Texas**

**Denton, TX**

Major – Sociology, Minor - Business Administration and Management

**Professional Training:** Leadership Training Skills, Leadership Coaching Project, Core Management Skills, Communication and Customer Services, Problem Solving Skills

**Technical skills:** MS Office, Jira, Google Analytics, Sitecore, Demandware, Kentico, Wrike, Sprinklr, Hootsuite, MomentFeed, Fishbowl, Pega, Placeable, Yext, Siteimprove, Coremetrics, PowerBI, Agile Scrum

**PROFESSIONAL AFFILIATIONS**

**Social Media Club of Dallas**

**Dallas, TX**

*Vice President of Membership – 2013 Board of Directors*

- Actively promoted and solicited new members and retained existing memberships for the local non-profit Dallas Social Media Club. Secured and managed corporate memberships with medium to large organizations.