

JAMES WILLIAM BALL

CHIEF MARKETING STRATEGIST

"James gave us the most inventive ideas and proposed the best pricing for the services provided. It has been a couple of short months and we are already seeing fantastic results from the strategies that he has helped us to put into motion. He is constantly working hard for us and also educating us at the same time. I truly can't say enough."
LinkedIn testimonial. See more at: <http://www.linkedin.com/in/jamesballonlinkedin>

Marketing / Business Development / Sales

I am known for my expertise and success with **Digital, Inbound, SEM, Social Media, and Hyper-Local Marketing** tactics and my skill with **Search Engine Optimization (SEO)**. I have achieved widespread respect and notoriety among my industry peers and clients as a skilled marketing practitioner. I am passionate about teaching others (quite candidly) the things that I have learned while pursuing my passion to help small businesses succeed. **Core competencies include:**

Digital and New Media Strategy • Inbound Marketing • Search Engine Optimization • Search Engine Marketing • Business Development / Sales • Social Media Marketing • Client Relations
Analytics and Reporting • Email Marketing • Public Speaking & Education • Project Management • Competitive Analysis

PROFESSIONAL EXPERIENCE

NotEasyToForget.com • Georgia • 2008 – Present

Originally my professional blog, NotEasyToForget.com quickly became a reputable go-to source for small businesses to learn and discuss trending online marketing topics. As such, opportunities for consulting became available, and I have since kept a stable portfolio of personal clientele.

Consultant / Service Provider

By providing long and short term contracted services and consulting, I am able to help small and medium sized businesses to develop strategy and to assist with the implementation of tools and tactics to help improve their overall web presence and digital footprint. Bottom-line results and a tangible ROI are always the prime objective. I also consider it paramount to create strong working relationships with my clients and I strive to educate and edify each one by sharing my experience, insight, and by providing candid and individualized guidance.

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SMB Machinery Systems, LLC • Ball Ground, GA • June 2014 – November 2014

SMB Machinery offers equipment, services, and solutions for the beverage, food, and consumer goods industries. The company is 20+ years old and had never implemented a marketing strategy or staff until my contract and ultimate hire.

Director of Marketing

I was originally brought on as a contract consultant to optimize the company's web presence and optimize the existing SEM efforts. SEM budget was at 6 figures. I was able to rebuild and optimize the company's website and shaved 25% percent from the SEM budget with no loss of lead generation. Grew organic lead generation to 34% of total leads. Implemented and oversaw never before utilized marketing strategy and discipline by working closely with the VP of sales and sales staff. I was able to implement better CRM functionality and discipline into existing proprietary database. Established A/B Testing for better ecommerce results. I implemented foundational best-practice KPIs and better reporting.

TrustWorkz, Inc. • Woodstock, GA • September 2011 – March 2014

TrustWorkz, Inc. began as a startup whose aim was to develop systems and processes to deliver comprehensive web presence management services to small local businesses at an affordable price point. TrustWorkz, Inc. is now a leading and respected resource delivering tangible results across multiple vertical markets.

CMO / Co-Founder

Originally the COO and founder of the company, I was responsible for developing our core mission and a scalable business model. Developed and implemented proprietary systems and processes that clearly delivered results for our clients. As COO I was responsible for hiring and training all personnel. Assumed the CMO title in 2013 and began developing sales and marketing models to gain traction and momentum across several chosen markets as well as disparate client acquisition. I was personally responsible for new client acquisition and retention.

- Sales and Marketing efforts grew the company by 100% in Q1 of year two.
- Grew the company to \$500k in revenue by the end of the second year.
- Delivered an average of 360+% increase in lead generation from the web for our clients

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- Quickly determine effective eMarketing strategies and communicate to stakeholders
- Applied for and acquired multiple Federal Trademarks
- Responsible the entire sales process
- Implement Full Life Cycle web marketing strategies.
- Very knowledgeable with Google Analytics and SEO
- Manage a team of 10+ and maintained negative churn
- Able to determine what marketing strategies are not working quickly and provide data points to illustrate findings.
- Able to convert web viewers into web customers.
- Use numbers, graphs, whiteboards and other visual tools to illustrate a direction to stakeholders
- Use a system engineering process approach when determining best practice
- Able to quantify effectiveness of the mix of traffic on website and customers sites.
- Established systems and processes to drive client's inbound traffic and improve conversions

AroundAbout Local Media, Inc. • Woodstock, GA • May 2010 – September 2011

AroundAbout Local Media, Inc. (ALM) began in 1996 in Woodstock, Georgia. ALM publications are hyper-local, direct-mailed monthly magazines, each with a mission of "building a stronger community."

Digital Marketing Director – Social Strategist

I was hired to develop and implement a digital strategy to "keep the print magazines relevant two years from now". The franchisor also published three of their own magazines and the digital marketing space had started to take its toll on advertising dollars. I created an exemplary web presence that served both the advertisers and the parent company. This stabilized and improved the bottom line. Through the use of each dynamic web presence, AroundAbout Local Media was also able to better engage with and empower readers in the served communities.

- Introduced strategy and tactics that stabilized market share and maximized profits.
- Took the company 100% "into the cloud" in the first year.
- Cut overhead and allowed for a smaller and more efficient workforce.
- Managed a team of 4-10
- Reported directly to the CEO
- Combined multiple eMarketing strategies to build and launch campaigns

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HelloNorthGeorgia.com, LLC • Ellijay, GA • May 2008 – July 2010

HelloNorthGeorgia.com, LLC was a startup created to bring a more visual web presence to the businesses of North Georgia. We utilized a proprietary content management system to build and optimize dynamic directory pages for our clients.

Owner – Managing Partner

As one of the primary advocates for social media and SEO in North Georgia, I capitalized on my reputation and past advocacy in order to increase sales across 14 counties. With a passion for helping small business, I sought to develop and deliver a superior content management system that would ultimately help our clients to have an exemplary web presence. I was responsible for the product iterations that kept our web presence a viable portal to the social web.

- The company was acquired by the local Telephone/Cable/Internet Company in order to better serve local businesses with website and Internet services.
- Of interest to many was the fact that HelloNorthGeorgia.com, LLC grew by exclusively using social media marketing.
- I developed ancillary offerings (Social Media Marketing, website design, and SEO consulting and services that generated) that grew to eclipse our core product in revenue.
- Responsible for all internal marketing efforts as well as establishing and implementing better strategy and tactics for clients.

EDUCATION

**Visual Communications • Commercial Art
Art Institute of Atlanta • 1988**

TECHNICAL SKILLS

General: Word, PowerPoint, Excel, Outlook • CRM: Salesforce
Email: Constant Contact, Mailchimp • Content Management Systems: Wordpress, Joomla
Google: Google Apps, Google AdWords (Certified), Google Analytics • Design: Adobe Illustrator, Photoshop, Flexi, Various Other Platforms

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