

TODD MCPHETRIDGE

Canton, Georgia | m: 678-371-3223 | toddmc@toddmcphetridge.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Results-driven Marketing Director with extensive experience in direct-to-consumer (DTC) product marketing, e-commerce solutions, and brand strategy. Skilled in leveraging SEM, SEO, PPC, and AI-driven technologies to optimize DTC campaigns, enhance product descriptions, and improve targeting. Proven track record of driving customer acquisition, retention, and revenue growth through innovative strategies. Demonstrated ability to manage large projects, delivering results on time and within budget while building brand loyalty and enhancing customer experience.

SELECTED HIGHLIGHTS

- **Direct-to-Consumer Revenue Growth:** Launched comprehensive DTC marketing initiatives, including targeted digital campaigns and personalized email marketing, resulting in significant revenue growth and customer acquisition.
 - **Successful Product Launches:** Orchestrated successful DTC product launches, including the development of go-to-market strategies, cross-channel promotional campaigns, and influencer partnerships, driving brand visibility and sales.
 - **E-commerce Optimization:** Implemented AI-powered strategies to optimize SEO and PPC performance, optimizing ad placements and bid strategies. Enhanced the online shopping experience, including website redesigns and A/B testing, leading to increased conversion rates and higher average order values.
 - **Customer Insights & Personalization:** Leveraged customer data and insights to develop personalized marketing strategies, increasing customer engagement and lifetime value.
 - **Creative Direction:** Directed several photoshoots and music videos for the 2x Grammy Award-winning hip hop band Arrested Development and shot the album cover for country singer Jacob Bryant's *Barstool Preacher* album.
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CORE COMPETENCIES

- **Direct-to-Consumer Marketing:** Customer Acquisition, Retention Strategies
 - **Digital Marketing:** SEO, SEM, PPC, Social Media Engagement
 - **E-commerce Optimization:** Conversion Rate Optimization, UX/UI, A/B Testing
 - **Product Marketing:** Go-to-Market Strategy, Product Launches, Pricing Strategy
 - **Customer Insights & Analytics:** Data-Driven Decision Making, Customer Segmentation
 - **Technical Skills:** Website Design, Marketing Audits, Market Analysis
 - **Creative Production:** Photo/Video Production, Content Creation
 - **Project Management:** Project Planning, Demand Generation
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PROFESSIONAL EXPERIENCE

BACKYARD PLAYNATION, CANTON, GA

Marketing Director | November 2021 - Present

- Lead DTC marketing efforts for brands like Gorilla Playsets, KidKraft, Tortuga Outdoor, and Swing N Slide, driving customer acquisition and retention through multichannel digital campaigns across Google, Facebook, Instagram, Pinterest, and TikTok.
- Manage all digital marketing operations, including product positioning, and customer engagement initiatives, resulting in a 60% increase in revenue and 20% increase in average order value.
- Rebuild and develop a marketing team of five, fostering a positive culture and aligning strategies with cross-business stakeholders.

TODD MCPHETRIDGE, CANTON, GA

Marketing Consultant | August 2019 - November 2021

- Led integrated marketing and e-commerce strategies across platforms like Facebook, Instagram, Shopify, Google, and YouTube, driving significant traffic and sales growth.
- Increased website leads by 385% through comprehensive digital marketing efforts, including SEO, PPC, email marketing, and a successful website redesign.

JACKSON & COKER, ALPHARETTA, GA

Digital Marketing Strategist | October 2018 - August 2019

- Developed and optimized digital advertising strategies, leading to significant increases in clicks and conversions while reducing costs.
- Utilized conversion rate optimization techniques to enhance lead quality and quantity.

MFG.COM, ATLANTA, GA

Vice President of Marketing | November 2017 - October 2018

- Led marketing efforts, driving demand and brand recognition through online marketing, PR, and strategic partnerships.
- Improved lead generation and user engagement through data-driven marketing strategies.

OUTRAGEOUS INTERIORS, ATLANTA, GA

E-Commerce Director | November 2016 - November 2017

- Drove significant growth in DTC online sales through targeted digital marketing strategies, including paid media, email marketing, and social media campaigns.
- Led the shopping cart migration and expanded product offerings 1,500 to over 10,000, resulting in a substantial increase in customer base and online sales.

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TECHNICAL PROFICIENCIES

- **Shopping Carts:** Shopify, BigCommerce, WooCommerce, Magento
 - **Software:** Adobe Creative Suite, Microsoft Office
 - **Web Analytics:** Google Analytics, Woopra, Clicky, Omniture
 - **Marketing Tools:** HubSpot, Asana, BrightLocal, Hootsuite, Buffer, MailChimp
 - **UGC Management:** Bazaarvoice, Yotpo
 - **Research Tools:** Google Ads Keyword Planner, Wordstream, SpyFu, SEM Rush, Moz, Ahrefs
 - **Internet Advertising:** Google Ads, Meta Ads, Microsoft Ads, Pinterest Ads, LinkedIn Ads
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EDUCATION AND CREDENTIALS

- Completed advanced courses in Digital Marketing and E-commerce with a focus on direct-to-consumer strategies from a variety of professional online education sources. Specialized in SEO, Paid Advertising, customer insights, and personalized marketing. Additionally, completed leadership courses focused on team management, strategic planning, and organizational development.
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INTERESTS

- **Digital Marketing Trends:** Staying updated on the latest strategies in DTC marketing, AI-driven solutions, and e-commerce optimization.
- **Photography & Visual Storytelling:** Passionate about photography and creative direction, both professionally and personally.
- **Outdoor Activities:** Enjoy fly fishing and mountain biking, often drawing inspiration from the outdoors for creative projects.
- **Home Décor & Art:** Interested in rustic and farmhouse design trends, particularly in creating and curating art that resonates with a timeless aesthetic.
- **Community Involvement:** Active participant in volunteer efforts, particularly in church communications and outreach programs.