GREG CARTER

E-COMMERCE | DIGITAL MARKETING

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SUMMARY

My focus since 2003 has been e-Commerce, Digital Marketing and Communications for the Electrical and Industrial supply chain. Assignments have focused on Product Information Management Systems (PIM), Enterprise Resource Planning (ERP) and Content Management Systems (CMS) supporting website storefronts and operations. I enjoy collaborating with others to execute on strategies that span creative and technical skillsets.

EXPERIENCE

Electrical Marketing

05 / 2013 - Present

e-Commerce and Content Delivery

Consulting service providing marketing technology services to Electrical Distributors and Industrial Distributors to build online visibility through webstores and media exposure. I create content, manage data, digital assets and stay active in social media and networking. Deliver metrics on performance and adjust accordingly.

► Increase current client's online catalog from 7,000 to 47,000 products with images, product descriptions. Created product blog and now writing content to increase Google indexing and generate inbound traffic to web properties.

► Presented at NAED (National Association of Electrical Distributors). Topic was "e-Business Tactics and Execution" for Electrical Distributors, a 90-minute presentation. I have a network of senior leaders in this industry.

► Providing services including: Data Standardization, Taxonomy, Business Intelligence, Content Creation and Performance Metrics (ROI).

RESA Power Industries

10 / 2012 - 10 / 2013

Online Marketing Manager

RESA Power Solutions is an electrical power distribution company specializing in serving Power Distribution & Control sales and service.

► E-BUSINESS PRODUCT LINE EXPANSION

(Contd.)

Expanded Product Information Management (PIM) to include 200,000 new electrical power distribution products to online inventory.

► BUSINESS DEVELOPMENT
Established Amazon Business product feeds for electrical and industrial SKUs, adding new revenue streams from industrial distributors, contractors and end users.

► CONTENT MARKETING
Created technical content by working with subject matter experts. Optimized content for online visibility and established web analytics benchmarks to report search engine optimization impact. Managed SEO agency for launch of Power Distribution manufacturer website.

All Current Electrical Sales
01 / 2009 - 04 / 2011
Director of Marketing

► E-BUSINESS IMPLEMENTATION
Directed launch of Epicor products and e-commerce store. Webmaster maintaining site content. Created inventory database using UNSPSC, GS1, NAICS and Industrial Commodity Codes (Trade Service Data) in developing taxonomy and SEO. Online transactions first year (2010) were $1.4 Million with 1,100 registered users from 310 electrical wholesaler branches.

► CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
Lead implementation and Salesforce Automation and training during a CRM rollout to sales branches. Established reporting to measure sales account performance based on prospecting and conversions.

► PRODUCT DATABASE DEVELOPMENT
Managed SQL Server data for "profit by category reports" and sales analysis for targeted marketing and automated fulfillment of direct marketing including Loyalty Rewards, Customer Retention and Reactivation.

Radwell International
12 / 1998 - 02 / 2008
Director of Marketing

B2B E-COMMERCE / BUSINESS DEVELOPMENT
Lead role in taking Radwell from a $11 million company with a small sales staff to a thriving $85 million global industrial sales organization. Major role in developing e-commerce to generate new revenue streams for call center, service department, and outside sales team.

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► CHANNEL MARKETING DEVELOPMENT / MARKETING COMMUNICATIONS
Supported Joint marketing and rebate programs for Electrical and Industrial Distributor supply chain partners including WESCO, KAMAN, Applied Industrial and Motion Industries. Leveraged e-Business knowledge to grow participation.

► PIM PRODUCT INFORMATION MANAGEMENT / DATABASE ADMINISTRATION
Managed Product Information Database (PIM) of 2.5 million products. Developed ERP and CRM training materials for sales order processing and customer relationship management.

► E-BUSINESS
Planned and managed 25 Google AdWords campaigns and Bing Search Marketing for 3 million SKU's. Presented actionable web analytics to optimize online marketing spend and increase online sales conversions. Search Engine Optimized e-Commerce web storefront to control advertising costs.

PUBLICATIONS

NBC Interview: National 1st Place e-Commerce Webstore
03 / 2007

✓ *NBC 10 (Philadelphia)*
NBC cameras take you behind the scenes to show results of an internet marketing strategy that today sells 30,000 items annually and lists more than 200,000 industrial products. This online Auction Store I built led the Nation in sales.

Industrial Business Portfolio
✓ *http://www.electricalmarketing.net·*
Educational Blog for the industry. Industrial/electrical marketing strategies, implementation and metrics >> electricalmarketing.net

National Association of Electrical Distributors
08 / 2015

✓ *Featured Speaker - Marketing Technology Conference · Authors: Greg Carter* *View Details*
Featured speaker at NAED AdVenture Marketing Conference. August 2015. NAED provides opportunities for your organization to advance knowledge and network within our industry. Greg Carter, Electrical Marketing, is one of several presenters at the Educational Sessions. His 16 years of employment and consulting exclusively in the industrial/electrical supply chain includes large distributors, independent electrical distributors and Manufacturers.

EDUCATION

Cabrini College

1990 - 1993

Baccalaureate, Organizational Management

United States Navy

1984 - 1990

✪ *NAVY Journalist -- Public Relations Certification* ✪ *U.S. Military Combat and Peacetime Media*

► 3 Naval deployments to Middle East, Europe, Asia, Navy Expeditionary Medal, Armed Forces Navy Unit Commendation Medal for Overseas Conflicts. Chief of Information Merit Award for Journalism (Print, Broadcast Media)