

Emery Haydon Fuller

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08/2019 - Current - Fuller Branding - Creative

A. Goodstein Firm

Designed and executed new website for Arnold Goodstein Firm. Created Goodstein's brand identity, social media, CRM, and creative Marketing strategy.

AreaHype

Start-up technology company that Empowers local influencers to promote businesses with real time reviews. As Chief Marketing Officer, developed Brand Identity, UI/UX for the App, and help deliver:

- top 5 to pitch Kevin O'leary
- Accepted into 10xincubator
- Completed Tim Draper's accelerator, due diligence phase for investment
- iOS/Android store launch

MERREL

Created Social Media Campaign using real people's stories for Bare Step Collection.

Wiles Law

Designed and executed new website for Wiles Law Firm. Refreshed firm's brand identity, social media creative and strategy, and marketing campaigns using new content strategy, all within 3 months. Launched virtual business channel through social media and PPC campaigns. Created content and copy for the website, videos, CRM, and collateral.

- Increased time spent on site by 3:40
- Increased new visitors by 62%
- Increased page views 66%
- Increased retention rate to 30%

07/2016 - 01/2020 - Marketing and Brand Director - RightMind Inc

Develop brand strategies & brand consistency, designed & executed multiple websites, and created social media content strategy and execution across multiple organizations, including SaaS-based companies in payroll and compliance, recruiting & staffing firms, real estate, luxury resorts and leadership experts. Manage team of developers, graphic designers, and writers.

- Zoetik - Rebranded global SaaS company
- PAYDAY Workforce Solutions - Brand consulting on content creation, for website, Facebook & HubSpot campaigns, leading to highest website traffic and MQL in three years.
- SeaDream Yacht Club - New mega yacht launched and brought the experiences to life. Using digital, social media and branded content to entice customers to pre-book their voyages.
- Operations Toolbox - Developed brand from ground up
- Vitesse Recruiting & Staffing - Elevated brand with new logo, website development and positioning. Increased awareness of brand through social media strategy (Facebook and LinkedIn ~36%), website traffic increased through content, blogs, and demand gen by 15%.

03/2014 – 06/2016 - Director of Brand and Creative – Avetta

Successfully rebranded and launched PICS Auditing as Avetta, across all domestic and international regions and ecosystems. Introduced the brand as the fastest growing company in the supply chain risk management industry, increasing new client wins by 10%. **Sold for >500m in under two years.**

- Drove extensive strategic planning and qualitative/quantitative research, building the new corporate identity, tagline, brand standards, manifesto, website and B2B facing portals
- Developed an entirely new website within 8 months, focused on demand gen and education, targeting executive level decision makers, procurement, and health & safety leaders
- Increased direct website traffic by 62%, organic traffic by 26%, and referral traffic by 9% through SEO/PPC
- Developed and collected keywords and metadata to help index Avetta.com to page 1 on Google searches; generating 1mm impressions, 4.5k interactions
- Enhanced supplier adoption process and benefits to increase purchase of service by 8% (AAR) and increasing new client wins by 10% (YOY)
- Generated 2k new leads resulting in 204 (MQLs) appointments set in first 2 months
- Managed marketing team

01/2013 – 01/2014 - Creative Director – Taproot Foundation

Pro bono creative strategy and art direction, raising money to build awareness for Tomorrow's Aeronautical Museum

- Increased donations & corporate sponsorships by 18%
- Shifted website focused to reason to give and community outreach
- Developed new photography assets
- Social media content- increased FB followers by 30%
- Created & Repositioned Marketing Collateral to focus on fund raising

08/2013 – 01/2014 - Creative Director – Revolution Strategy

- Developed brand strategy and campaigns for the J.D. Irving Co., New Brunswick Tourism Board, River and Trail, True North Salmon, and won Picaroon's Craft Beer business
- Managed creative department 4

04/2005 – 06/2011 - Senior Art Director – DraftFCB

- Developed creative and ad campaigns for broadcast commercials, branded content, in-store POP, and print for Taco Bell, KFC, Avery, and for the Ad Council of Smokey Bear

03/2003 – 04/2005 - Art Director – DDB Chicago

- Developed global "simpleBOLD" graphic design campaign for McDonalds, including the first global Olympics campaign

07/2011 – 07/2013 - Freelance Creative Direction

Manresa Restaurant

- Created gourmet package design for the 2 Michelin Star restaurant, kicking off the launch of the Pastry Chef's confections

Creative Alliance

- Pitch for Sonic QSR

AlisiAni Skin Care

- Developed brand strategy, brand identity, brand standards, packaging, and launch marketing plan for natural skincare line

Euro RSCG Edge

- Executed long format DRTV broadcast spots for LifeLock and Shoe Dazzle

Young & Rubicam

- Launched brand refresh for Jenny Craig including instore POP, signage, print and reveal of Mariah Carey as spokesperson

Education

Southern Methodist University – Bachelor of Arts – 3.5 GPA

Miami Ad School – Graduated Portfolio School in Miami, Amsterdam and Chicago

Skills

OS and Productivity: Mac, Office, Keynote, and Adobe Acrobat

Sales and Marketing Automation: Salesforce, Marketo, and Pardot

Brand Strategy: Multiple client use

Certified Email Marketing Specialist: DigitalMarketer

Content and Social Media Strategy: Twitter, YouTube, LinkedIn, Facebook, & Instagram

Web Analytics: SEO, SEM, Google Analytics, and Google AdWords

Content Design and Creation: Photoshop, Illustrator, InDesign and Figma

Web Development: Working knowledge of HTML, CSS, WordPress, and Elegant Themes