

IAN MYERS

Marketing Strategy + Communications + Relationship Management + Public Affairs

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Professional Summary:

Marketing and Communications professional with 10+ years of growing responsibility in marketing strategy, campaign execution, account management, digital marketing, writing, content, database marketing, relationship management, and public affairs. Leveraging strong insights and experience in marketing, public relations, and business development, passionately developing strategic communications, positively affecting bottom lines. Consistent high-performance communications strategist, team player-contributor, and relationship builder with a strong record of impact.

Experience:

Independent Consultant

Communications Specialist (June 2012 – Present)

- Develop tailored communications strategies, marketing strategies, and campaigns for startups, SMEs, corporations, and non-profit organizations of all sizes
- Maintained 5-star approval (out of 5 stars) on 70+ project contracts with high client satisfaction
- Write articles, interviews, marketing copy, newsletters, web content, video scripts, PR content
- Served clients in financial services, commercial real estate, private equity, commercial banking, education, hospitality, healthcare, technology, political affairs, and more
- Ran morning-bell desk team for investor relations firm, completing up to 15+ company news updates; wrote 350+ articles on small- to mid-cap publicly traded clients
- Advised a non-profit, growing its total budget by 31% with grants, newsletters, donor communications
- Landed client press coverage on homepage of VentureBeat, then drawing 4.5 million monthly visitors

Safe Money Resource, Inc.

Communications Manager (May 2016 – March 2024)

- Managed marketing/communications operations for annuity brokerage generating on average \$468,750 per employee in combined annual company and advisor commission revenues and also for sister publishing company
- Drove \$1.71+ billion in market qualified leads for brokerage from inbound campaigns
- Over tenure, helped grow brokerage annuity sales by 58.7% via advisor recruiting marketing campaigns
- Grew company database by 225% via email, SEO, paid ad, webinar, and email nurture campaigns
- Built two-tier, 43-point webinar-on-demand system that generated 500 advisor inquiries with annuity production of \$126 million, recruited 34 advisors, and helped add \$47 million in downline production
- Created campaigns, generating on avg. 2,500+ leads annually for company sales teams (2020-2023)
- Oversaw 10+ vendors for external marketing and communications; over tenure, worked with 20+ producers on custom marketing, advisor development, and feedback, created general sales concepts in retirement, product positioning, and more for 300+ producers
- Managed national brand SafeMoney.com, content team, and production; developed content, content planning, sales resources, and other business tools for 200+ agencies and advisory firms
- Grew overall website traffic by 403% and organic traffic by 800+% during tenure
- Kept industry pulse and advised company management on industry/market updates, digital & marketing best practices, business brainstorms, and competitor risk analyses
- Built relationships with industry leaders, stakeholders, executives, vendors, and partners

Top Roof Marketing / Choice Roof Contractor Group

Marketing & Account Manager (October 2013 – May 2016)

- As key first hire, built startup with co-founders and expanded from 3 to 35+ states
- Increased marketing agency revenues by achieving 500% growth in contractor marketing clients (grew to 120+ client accounts from start date)

- Created and managed integrated marketing campaigns for clients, resulting in project estimates and RFP requests from Fortune 500 brands
- Holiday Inn, Empire District Electric, Walmart, and Day's Inn among big-brand companies requesting service from our contractors as result of integrated marketing efforts
- Drove strong client results across many channels (website, social, SEM, direct mail, sales collateral); helped increase direct mail business by 60+%
- With aggressive digital strategy, generated 316 leads from corporate website, including project requests from McDonald's, Yahoo!, Netflix, Embraer, and Midland Archer Daniels

Contract Proofreader

Grammarly (June 2012 – October 2013)

- Chosen as editor for Grammarly, helping optimize its automated grammar-checking software
- Edited corporate reports, marketing proposals, academic papers, government reports, other works
- Grammarly used by 3+ million users at that time
- Worked with international, cross-functional product management and linguistic programmer teams

Texas House of Representatives

Campaign Manager (February 2012 – June 2012)

- Managed internal operations and external communications strategies for candidate
- Directly contacted 10,000+ voters through cross-channel marketing and public outreach strategies
- Planned public campaign events while overseeing operations, building voter support
- Collaborated with local political, business, and community leaders to achieve campaign objectives
- Built and maintained constituent database with extensive data for targeted marketing outreach

U.S. Congress Campaign

Field Coordinator (May 2010 – August 2010)

- Executed community outreach and field canvassing operations
- Proactively built community relationships on candidate's behalf
- Maintained extensive database on local ordinances in district of 625,000+ people
- Partnered and collaborated with 20+ core volunteers to achieve campaign goals
- Candidate successfully elected by 16% margin in primary election; by 9% margin in general election

Early Career:

Public Policy Institution (Washington, D.C.)

Washington Scholar/Researcher (September 2011 – December 2011)

STAR Sponsorship Program, Inc.

Administration/Marketing (May 2007 – September 2011)

Education:

Ave Maria University, Florida (May 2011)

- Bachelor of Arts: Politics & Economics
- Dean's List: 2009, 2010, 2011

Tools:

Infusionsoft, MailChimp, Constant Contact, AWeber, Other Email Platforms, WordPress, Joomla, HootSuite, OneHQ, Salesforce, Other CRM Platforms, Unbounce, Zapier, Microsoft Office Suite, Stealth Seminar, SEMRush, SimilarWeb, Ahrefs, Moz, Social Media Platforms, Adobe, Google Analytics and Keyword Planner, Google Adwords, Buzzsumo, HotJar, BuiltWith, Social Analytics, HTML (editing and optimizing)