

TERENCE CHANNON

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PROFILE: DIGITAL MARKETING SUBJECT MATTER EXPERT

– Experienced in Diverse Industries, Start-Ups, Expansions & Business Turnarounds –

Accomplished leader and strategist, committed to implementing cost-effective, performance-driven solutions to generate traffic, convert customers, and automate operations. Orchestrated digital transformations and established marketing programs for clients from local SMBs to large enterprises and Fortune 500 companies. Multi-faceted career spans employment, entrepreneurship, executive roles, consulting, thought leadership, publications, and speaking engagements.

CORE COMPETENCIES

- ✓ **Omni-Channel Marketing** (Digital, Web, SEO, SEM, Email, Social, Mobile, Print, Affiliate, Content)
- ✓ **Business Development & Customer Acquisition** – B2B & B2C
- ✓ **Display & Media Targeted Marketing**
- ✓ **Marketing Automation**
- ✓ **Customer Engagement & Retention**
- ✓ **Product Development & User Experience (UX)**
- ✓ **Big Data & Analytics**
- ✓ **On/Offshore & Global Team Leadership**
- ✓ **Financial Management** (Investment Capital, P&L, Budgeting, Reporting, Compliance)

PROFESSIONAL EXPERIENCE

SALTMINES GROUP, LLC, Vero Beach, FL | 2014 – 2017

Managing Director, Founder & Digital Marketing Specialist

Built and managed a technology-for-equity business, delivering technology solutions and consumer-facing digital products to customers.

- **Handled all aspects of start-up operations:** secured \$1.75M in angel and seed round financing; hired top-tier executive talent; and established an offshore development center in India.
- **Created intake and evaluation system** for accepting, evaluating, and proceeding with projects.
- **Established brand strategy and executed marketing solutions** including website development, client presentations, sales collateral, newsletters, content marketing, and social media.
- **Produced digital marketing solutions for clients** from ideation, UX development, and content curation to implementation and traffic measurement.
- **Led the build and launch of mobile apps** for diverse sectors:
 - Hospitality: Connected servers with customers, resulting in 2000 app installations nationwide, growth from zero to 26K Facebook followers, and “Entrepreneur of the Year” honors by the Nightclub & Bar Association.
 - Moving: Generated 1500 app installations and white label licensing deals.
 - Music: Partnered with Notre Dame students to create a music app with 500 initial installations, receiving additional investment capital for enhancements.

BRIDGEVINE, INC., Vero Beach, FL | 2004 – 2014

Senior Vice President & General Manager

Drove online marketing campaigns, user experience production, and technical implementation for online & call center sales of Internet, TV services, and additional direct consumer products. Managed two businesses, \$6M P&L, and 10 staff including Programmers, UX Designers, Graphic Artists, Project Managers, Affiliate Managers, and Sales/Operations Support.

- **Proposed, secured buy-in, and led initiatives** that grew revenue from \$300K to over \$55M.
- **Planned and executed projects through the decision making cycle** (pre, during, and post event).
- **Improved performance and profitability of online customer acquisition marketing programs** to leading ISPs including Comcast, Time Warner, and AT&T.
- **Identified, created, and launched new direct-to-consumer business unit**, generating 11% of total revenue and 25% of company EBITDA.
- **Brokered performance-marketing and strategic deals** with ADT, Synapse, LifeLock, Real Networks, Coupons.com, Home Depot, and QuinStreet, all of which drove market expansion.

NEWLEAD, LLC / formerly ATLANTIC SYNERGY, Ft. Pierce, FL | 2000 – 2017

President, CEO & Digital Marketing Specialist

Built and managed two companies, NewLead (2006-2017) & Atlantic Synergy (2000-2004) providing technology, marketing, creative, and consulting services to start-ups, businesses, and enterprises. Hired and led a team of 15 including full-time operations in India, Romania, Ukraine, and USA.

- **Built a private company into a public, \$1M operation** and orchestrated an exit strategy.
- **Partnered with licensed broker dealer for an additional \$150K in investment capital** from angel investors, individuals, and small investment funds through a SEC Rule 504 Direct Public Offering.
- **Helped new businesses get off the ground and attract leads and customers** through cost-effective web design, e-commerce buyflows, online marketing, SEO, SEM, SMM, analytics, attribution, and reporting.
- **Provided creative input** for identity, print, product prototyping, UX design, and web design.
- **Offered consulting services** on customer journey, digital transformation, enterprise SEO, offshore management, product management, merchandising, and third party API/web services integrations.
- **Grew affiliate program from zero to \$600K+** within 6 months for Mouth.com.
- **Implemented technology solutions** including manual task automation, application development, ecommerce, hosting/email, mobile apps, web services, and APIs.
- **Formed a wholesale partnership and took over e-commerce functions of clients' businesses;** handled payments, customer service, fulfillment, merchandising, and marketing.
- **Achieved high retention with clients across diverse industries** including hospitality, food service, industrial, and retail.

ADDITIONAL EXPERIENCE

Equity Analyst/Advisor - Castle Asset Management & Morgan Stanley Dean Witter, 2004 – 2007

TECHNICAL SUMMARY

Salesforce, Pardot, HubSpot, Shopify, Microstrategy, Marketo, Authoritas, Flurry, Tune Attribution, Hootsuite, BrightEdge, Demandware, RioSEO, Asana, Slack, MediaMath, Sniply, Google Analytics, Google AdWords, Facebook Ads (Blueprint)

PUBLICATIONS, PRESENTATIONS & HONORS

- **Contributing Writer**, AskMen, CHANGE TALK, Digitrends
- **Speaker**, Stetson University, University of Central Florida
- **Leadership Stetson**, a prestigious and competitive opportunity to engage with Stetson University leaders and alma mater to develop the next generation of leadership
- **Thought Leader**, featured in Newsweek & Gartner Group as a pioneer in overseas outsourcing

EDUCATION

- Bachelor of Arts, Religious Studies, Stetson University, Deland, FL
- Prince Entrepreneurship Program
- Roland George Investments Program

FOR MORE INFORMATION

<https://medium.com/terence-channon> (Blog)

<http://www.terencechannon.com> (Website)

<https://www.linkedin.com/in/tchannon/> (LinkedIn Profile & Recommendations)

<https://www.crunchbase.com/person/terence-channon/press> (Crunchbase)