David Kim

DIRECTOR OF MARKETING

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SUMMARY

Director of Marketing with 12 years in B2B marketing, leading a 9-person team and a $4.5M budget at a $120M commercial HVAC equipment manufacturer. Sets marketing strategy across digital marketing, SEO, trade shows, dealer programs and brand, with HubSpot and CRM reporting tied to revenue. Presents plans and results to the CEO and board and manages 3 agencies.

SKILLS

Digital Marketing • SEO • Paid Search • HubSpot • CRM • Analytics • Marketing Strategy
Co-op Marketing • Leadership • Presentation Skills

EXPERIENCE

Director of Marketing

06/2022 - Present

Triangle Air Systems

Raleigh, NC

Head of marketing for a manufacturer selling through 400 dealers in North America.

- Lead a **9**-person team across digital, content, product marketing and events, hiring 4 of them.
- Manage a $4.5M budget and 3 agencies, moving 40% of spend from print to digital marketing since 2022.
- Rebuild the website and SEO program, growing organic leads 140% and ranking on page 1 for 85 terms.
- Implemented HubSpot and CRM integration with sales, giving the CEO a monthly pipeline report by channel.
- Launched a co-op marketing program used by 220 dealers, lifting dealer-sourced sales 18%.

Senior Marketing Manager

03/2018 - 05/2022

Carolina Industrial Controls

Durham, NC

Marketing for a maker of building automation controls.

- Managed a 4-person team and a $1.8M budget for 3 product lines.
- Led a rebrand across 300 product sheets, trade show booths and the website in **9** months.
- Built a lead nurture program in HubSpot that raised marketing-sourced revenue from 12% to 26%.

Marketing Specialist

06/2014 - 02/2018

Piedmont Fluid Technologies

Greensboro, NC

Marketing team at an industrial pump manufacturer.

- Planned 12 trade shows a year and handled a $600K event budget.
- Launched the company's first SEO and paid search program, generating **1,500** leads in year one.
- Wrote and presented quarterly marketing analytics reports to the sales leadership team.

EDUCATION

Bachelor of Science in Business Administration

05/2014

North Carolina State University

Raleigh, NC

Marketing