


BOBBY J JOHN


Vision-driven creative professional with career-long record of leadership, content creation, brand development, client relations and campaign management success for leading organizations

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Education

Master Of Science (M.SC.)
Summa Cum Laude
2015
Arizona State University
Tempe, AZ

Bachelor Of Business Administration
(B.B.A.) In Marketing
2006
Davenport University
Kalamazoo, MI

For a more detailed career description as well as additional information about myself, my process, and my work, I encourage you visit my website

www.bobbyjohn.com

Or better yet, contact me and we can find some time to chat.



Professional Summary

I am a creative professional with expertise in strategic campaign design and implementation, personnel/team development, process improvement, client relationship management, and project management. I have proven talent for aligning business strategy and objectives with established marketing paradigms to achieve maximum operational impacts with minimum resource expenditures. I am a dedicated professional with keen interpersonal, communication, and organizational skills, as well as budget management, policy management, and resource allocation expertise.

Professional Experience

DIRECTOR OF MARKETING

VALUFINDER GROUP, INC.

NEW YORK, NY | 2016 - 2022

Oversaw the positioning, messaging, development, and execution of data-driven, go-to-market strategies in support of Valufinder Group's M&A Buy Side services and our client objectives. Developed B2B marketing strategies for Private Equity firms and organizations looking to expand into a variety of sectors (e.g., Utilities, Manufacturing, Distribution, Construction, Healthcare, Education, Chemical, and Professional services etc.).

Developed and optimized systems, tools, processes, and workflows for stakeholders, and aligned teams to a strategic vision. Managed cross-functional partner teams and cultivated relationships to facilitate efficient, transparent communication - ensuring that all parties were in sync and proactively communicating next steps, obstacles, and needs to ensure high quality, on-time deliverables.

As a visual storyteller, transformed complex ideas and insights into easy to digest, compelling, and coherent content. Worked with a range of cross-functional teams (sales reps, designers, writers, C-level client groups), utilizing digital applications (Adobe Creative Suite/ PowerPoint/ Excel/ Trello/ Slack), to develop compelling content for the target audience.

Effectively used industry research and competitive analysis to identify target rich sectors for both internal business development teams as well as client target lists. Goldmine CRM system was used to implement data into institutional protocols to enhance, maintain, and track efficacy of client branded marketing engagements, deployed via traditional print and/or email marketing campaigns, to vetted Buy Side targets.

Established the DealStar Enhanced Engagement Program, promoting a branded digital and traditional M&A presence at key industry trade shows and events for members, including deploying a team of deal professionals to interact with potential sellers on the client's behalf.

COMMUNICATION DESIGNER

INDEPENDENT CONTRACTOR

ANN ARBOR, MI | 2009 - 2016

MARKETING ASSOCIATE

SIRIUS XM RADIO, INC.

NEW YORK, NY | 2006 - 2009

IT MANAGER

STAFFORD SMITH, INC.

KALAMAZOO, MI | 2002 - 2003

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