
JAMAAL HUDSON

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Seasoned Marketing Executive Driving Business Growth Through Innovation, Strategic Thinking, Leadership & Creativity

Digital marketing professional with 15+ years of experience in both B2B and B2C lead generation with over 18 different highly sought-after certifications. Large scale domestic and global experience. Extensive experience in digital strategy, conversion rate optimization (CRO), digital media (SEM, SEO, display, email, automation, affiliates, social media, content marketing), website/platform overhauls and launches, content optimizations, content development, A/B/multivariate testing and digital business analytics/analysis. Responsibilities include P&L, budgeting, forecasting, creation & management of digital teams including agencies, and creation & execution of digital strategy.

- **Partnering with C-level executives to consistently elevate brands to #1:** Grew Funnel Traffic Pros brand preference 75%—went from top 20 to top 12 market leader in the financial space. Established Lead Builder Inc as preferred data company in 4 new niche markets. Catapulted AEM to #1 loan origination division nationwide.
- **Implementing innovative technologies to improve lead generation:** Added \$10M+ to pipeline by establishing marketing automation platform.
- **Developing comprehensive global metrics dashboard system to track KPIs:** Gained \$2M sale by evaluating campaign performance and redirecting marketing programs to optimize effectiveness in emerging market.

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“Jamaal understands the most difficult thing to prove and accomplish in business-to-consumer marketing – ROI.”

– Bernie, Client at Funnel Traffic Pros.

Professional Experience

REE Medical, Encinitas, CA

September 2023 – Present

Director of Marketing

Budget: \$1.8M. Agencies managed: 30.

Proven expertise in brand strategy development, budget planning, and successful execution of global campaigns. A visionary leader with a passion for staying at the forefront of social platforms and emerging trends. Demonstrated ability to drive social commerce initiatives and deliver quantifiable performance.

Key Achievements

Leadership:

Successfully leading and managing mid-sized in-house teams of up to 10 social media consultants in an agency setting. Confidently leading brand strategy development for paid, earned, and owned social media channels.

Strategy and Campaign Management:

Planned and executed annual budgets and campaigns, providing strategic leadership for clients' brands. Partnered with cross-functional teams, including designers, creative directors, and content strategists, to develop engaging social media concepts.

Performance Measurement:

Developed, implemented, and tracked Key Performance Indicators (KPIs) to measure campaign performance against strategic goals. Applied robust hands-on experience to manage and optimize social commerce campaigns, delivering quantifiable results.

Thought Leadership:

Spearheaded social media and social strategy thought leadership. Maintained up-to-date knowledge of key social media tools, emerging trends, and platforms.

FUNNEL TRAFFIC PROS, LLC., Atlanta GA

April 2018 – Present

Top market leader of affiliate & direct marketing. \$2m revenue. 20 employees, over 500 Call Center Agents. 100 product offers.

MARKETING DIRECTOR & BUSINESS DEVELOPMENT

Budget: \$4.2M. Agencies managed: 18.

Overseeing the digital marketing & lead generation practice at Funnel Traffic Pros. Developing best practices and standards. Working internally with departments and lines of business to ensure that we can deliver top-notch campaigns that provide valuable insights the business. I lead a team that manages platforms such as email marketing, paid advertising, and social media.

IMPACT – Shifted company perception to market leader—10%+ above competition.

- **Global Integrated Marketing** - Generate strategies to leverage market trends that target Small and Medium Enterprises (SME). Increased affiliate sales campaign by 7% and campaign conversions from 1.8% while reducing overall spend by 25%.
- **Content Management** – Cut content development time 50%, dropping from 8 to 4 weeks, and increased repurposing of existing content 500% with implementation of new global content strategy process.
- **Brand Management** - Improved overall (Return on Advertising Spending) ROAS trend to a 4:1 profit margin for paid marketing channels. This is with a \$5k monthly budget generating 20k in revenue.
- **Public Relations** – Earned 3x ROI by developing global affiliate media relations program globally that resulted in incremental sales of over \$1 million, in the first 4 months.
- **Capital Projects** - Pioneered the implementation of a new CRM IVR technology, which resulted in a 75% increase in client's ROI through customer engagement and sales tracking.
- Managed \$3 million dollars or more client budget per year.
- Launched new technology for addiction rehab recovery and treatment, generating \$160,000 per week.

Director of Marketing and Business Development, (January 2012 – April 2018)

- **Personnel Structures** – Recommendation of additional specialist to the marketing teams (Internal/External) to improve the operating procedures of the company & end client, expected benefits of such additions.
- Created an inbound campaign product launch that resulted in a \$1.2MM revenue stream.
- Grew customer base over 60%, increased revenue 70% during my tenure.
- Oversaw daily administration and overall policies of 500+ call center agents and staff.

Business Analyst, (January 2009 – April 2012)

- Analyzed advertising to best support our media buyers and drive conversion revenue.

- Execute growth strategies, including cross-promotions, PPC campaigns and social targeting.
- Developed new database strategies that more precisely track behavior data on over 125mm B2B & B2C active leads in the frictionless sales funnel.

LEAD BUILDER INC, Ft Lauderdale FL

April 2012 – February 2015

Data management company focused on data mining. \$500k revenue. 6 employees.

MARKETING MANAGER

Budget: \$1M. Agencies managed: 8.

Responsible for managing affiliate networks, existing clientele & building CRM tools to simplify client management to increase indoctrination process.

IMPACT – Increase companies marketing potential to 4 new strategic markets after collaborating on development of first 3-year strategic marketing plan.

“Jamaal organizational skills and attention to the many details kept it all working well, producing excellent results and coming in on budget.”

– Kevin Brody, Client at Lead Builder Inc.

- Oversaw marketing budget of \$1M; Optimized advertising sources resulting in over \$200k in savings in 2013.
- Developed and executed action plans that included reducing operational by 25%.
- Generate a 20% increase in inbound lead generation per day to internal clients' portal/CRM systems via API with host & post, direct post or live transfers.
- Built out press one campaigns for businesses wanting high quality consumers for their products & services sent directly to their agents.
- Creating rich interactive media 3D publications for PDF, brochures as well as white papers.

Key Accomplishments:

- In 2013, I closed a \$100k deal that established an affiliate partnership internationally that restructured the company and took them to the next level with subsidiary companies.
- Exceeded initial sales target for 2012 calendar year. Negotiated and closed new partnerships with companies to enhance their advertising marketing strategies.
- In 2012, I generated a total number of sales for the company that totaled over \$300k in 4 months.

American Equity Mortgage, Marietta, GA

Jan 2009– April 2012

Mortgage company focused on lead generation and mortgage refinance.

MARKETING ANALYST

- **Lead Generation** – Increased inbound traffic by over 30% with incorporating strategic content management Top-of-Funnel strategies.
- Developed and executed action plans that include reducing operational cost by 20% with efficient inbound marketing SOPs.

EDUCATION

B.S. in Marketing & Business Administration, University of Tennessee, Chattanooga, TN – 2008

B.S. in Marketing & Advertising, Clayton State University, Morrow, GA – 2011

SKILLS

Omni Channel Marketing
KPI & Metrics Driven
Web Analytics

Digital Marketing
Paid Advertising
Funnel Management

Content Marketing
Project Management
Video Advertisement

Data Visualization
B2B/B2C
Lead Generation
Campaign Management

Adobe Creative Suites Expert
Problem Solving
Presentation Skills
SEM

SEO
Sales
Business Strategy
Social Media Strategist

CERTIFICATION

[Google Ads - Search Certified](#) | Issued Jan 2023

[Google Ads - Measurement Certification](#) | Issued Jan 2023

[Google Ads - Video Certification](#) | Issued Jan 2023

[Google Ads - Search Ads 360](#) | Issued Jan 2023

[Microsoft Bing - Search Certification](#) | Issued Jan 2023

[Digital Marketer - Analytics & Data Mastery](#) | Issued April 2020

[Digital Marketer - Copywriting Mastery](#) | Issued April 2020

[Digital Marketer - Paid Traffic Mastery](#) | Issued April 2020

[Digital Marketer - Email Marketing Mastery](#) | Issued April 2020

[Digital Marketer - Conversion Funnel Mastery](#) | Issued April 2020

[HubSpot - Digital Marketing Certified](#) | Issued Jan 2023

[HubSpot - Frictionless Sales Certified](#) | Issued Jan 2023

[HubSpot - Inbound Marketing Certified](#) | Issued Jan 2023

[HubSpot - Inbound Marketing Optimization](#) | Issued Jan 2023

[HubSpot - SEO Certified](#) | Issued Jan 2023

[HubSpot - Revenue Operations Certified](#) | Issued Jan 2023

[Coursera - Finance Non-Finance Professional](#) | Issued Sept 2023

[Coursera - Negotiation: Strategies & Skills](#) | Issued Sept 2023