

# Craig Horsley

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## CAREER SUMMARY

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**Success-driven and creative Senior Digital Manager**, offering an extensive career in all facets of business operations, encompassing digital marketing, retail media, and eCommerce within diverse industries. Recognized for proven track record of success in promoting products and services to business-to-business (B2B) and business-to-consumer (B2C) markets by delivering informative sales presentations. Adept at overseeing and implementing initiatives and effective marketing campaigns that improve productivity and maximize top and bottom-line results. Expert at securing transactions and establishing long-term relationships and strategic alliances with key customers and partners to identify growth opportunities, maximize market presence, and gain repeat business.

### Notable Achievements:

- Achieved double-digit growth for consumer brands by developing and implementing innovative eCommerce media strategy.
- Amplified sales by establishing mutually beneficial strategic partnerships with Amazon, Walmart, Target, and Walgreens.
- Steered all initiatives to effectively allocate multi-million-dollar media budgets and deliver positive ROI.
- Pioneered in devising innovative data-driven solutions to improve consumer experience and increase brand visibility.
- Yielded a 34% increase in organic traffic through the development and implementation of marketing strategy on web and social channels.

## CORE COMPETENCIES

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Amazon Ads | Search Engine Optimization (SEO) | Market Positioning | Digital Analytics | Sales Action Plans | PPC | Google Ads  
Corporate Branding/Visibility | Marketing Automation | Strategic Business Planning | New Business Development | Critical Thinking  
Web Design | Content Writing | Revenue and Business Growth | Public Speaking | Cross-functional Collaboration | Problem Solving

## PROFESSIONAL EXPERIENCE

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### Galderma Laboratories: 2018 – Present

*Senior Manager eCommerce Media*  
*eCommerce Media Manager*

**Fort Worth, TX**

Mar 2022 – Present

Sep 2020 – Mar 2022

- Achieved double-digit growth for consumer brands by developing and implementing innovative eCommerce media strategy.
- Amplified sales by establishing mutually beneficial partnerships with Amazon, Walmart, Target, and Walgreens.
- Steered all initiatives to effectively allocate multi-million-dollar media budgets and deliver positive ROI.
- Pioneered in devising innovative data-driven solutions to increase brand visibility.
- Played a vital role in institutionalizing Amazon advertising PPC and DSP campaigns, brand store management, product content optimization, and analytics.
- Drove all efforts to deliver best-in-class customer experience across all eCommerce platforms.
- Led cross-functional content, global, brand, marketing, and compliance teams on technical integration, UX development, analytics, lead generation, and content development.

*Digital Marketing Manager/Digital Marketing Consultant*

Oct 2018 – Sep 2020

- Displayed unsurpassed expertise in managing all facets of digital marketing, eCommerce, SEO, and content creation toward fulfillment of corporate set-forth objectives.
  - Measured digital media campaign effectiveness to determine areas of improvement in conjunction with the media agency.
  - Provided expert oversight to traditional paid search strategy across Google and Bing.
  - Attained positive results by employing Amazon's advertising strategy and leading RFP to secure a new performance media agency.
  - Made substantial contributions to the maintenance, enhancements, and reporting of consumer brand websites.
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**Dal-File Corporation: 2013 – 2017**  
*Marketing Manager, Digital, Content, and Communications*

**Dallas, TX**  
Aug 2015 – Oct 2017

- Offered high-caliber qualifications in introducing an effective digital marketing strategy for four corporate brands.
- Yielded a 34% increase in organic traffic through the development and implementation of marketing strategy on web and social channels.
- Automated the process and optimized operational efficiency by piloting HubSpot, a CRM platform.
- Created a favorable public image by effectively managing corporate public relations and communications initiatives.
- Successfully authored and disseminated communications in conjunction with brands and agencies.

*Senior Project Manager, Digital Marketing*

Apr 2013 – Aug 2015

- Greatly surpassed annual lead generation targets to 280% through the implementation of effective online advertising campaigns.
- Secured incremental sales by developing lead nurturing campaigns and email marketing programs for various business units.
- Seamlessly completed 400K incremental engagement events in 2014 by applying cross-selling strategy.

**Prestige Attic Specialists LLC**  
*Owner/Digital Marketing*

**Dallas, TX**  
Oct 2008 – Apr 2013

- Directed the initial incubation, strategic planning, go-to-market (GTM) process, and overall business growth.
- Discovered new approaches in designing the company website and displayed creative imagination to create content that drive organic search results.
- Exemplified high-level initiatives in optimizing paid search campaigns using Google AdWords.
- Produced \$350K annual revenue by formulating digital marketing campaigns, and subsequently selling the company in 2013.

## **PRIOR WORK EXPERIENCE**

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**JCPenney Company Inc.: 1994 – 2011**  
*Digital Development Director*  
*Manager of Site Operations*  
*Senior Project Manager, eCommerce*

**Plano, TX**  
Jul 2009 – Oct 2011  
2008 – 2009  
2006 – 2008

**US Army**  
*News Anchor/Broadcast Journalist*

**Panama City, Panama**

## **EDUCATION**

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**Defense Information School**  
*Broadcast Journalism*

**Indianapolis, IN**

**Stephen F. Austin State University**  
*Communications*

**Nacogdoches, TX**

## **CERTIFICATIONS**

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**Certified Scrum Master (CSM)** | Scrum Alliance, Westminster, CO  
Amazon Sponsored Ads Certification  
Microsoft Access  
Certified Marketer (CM1) General Assembly

Jun 2014 – Present  
March 2022 – Present  
December 2018 – Present  
January 2022 - present

## **ADDITIONAL INFORMATION**

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**Technical Skills:** Microsoft Office Suite (Word, Excel, PowerPoint) | Adobe Photoshop | Project Mgt. | HTML | CSS | WordPress  
**Languages:** English, Spanish