

## Resume

### Peter Faulk

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Strategic and results-oriented Marketing Leader with 10+ years of experience driving measurable ROI through integrated marketing strategies, digital marketing, web development, social media, and product management.

Proven ability to optimize digital presence, enhance brand awareness, streamline operations, and leverage data analytics for informed decision-making and maximized impact. Experienced in strategic planning, campaign execution, and utilizing marketing technology including CRM systems (HubSpot, Salesforce) and marketing automation to optimize marketing content and strategies.

## Experience

### Marketing Manager

M&S Building Systems - Plainville, CT | Aug 2024 to Mar 2025 Established brand presence for a new steel framing manufacturer, optimized web engagement, streamlined internal communications, and implemented HubSpot CRM for enhanced lead conversion. Drove rapid market penetration and established a strong brand presence for a new steel framing manufacturer. Drove rapid market penetration and established a strong brand presence for a new steel framing manufacturer.

- Improved customer engagement by transforming the company website into a value-driven resource.
- Streamlined operational efficiency by developing and implementing a SharePoint site for standardized messaging, KPI dashboards, and internal communications.
- Enhanced lead conversion rates by deploying HubSpot CRM to establish a clear sales pipeline model.
- Provided data-driven insights for strategic growth by implementing Google Analytics to analyze web traffic, SEO performance, and social engagement.
- Leveraged Google Maps for opportunity visualization and market analysis.

## **Marketing Manager / Director / Specialist**

Morin | Kingspan | Bristol, CT | Jan 2017 – Sep 2021 & Oct 2022 -Aug 2024

Drove double-digit (over 10%) annual top-line revenue growth through strategic, data-driven marketing initiatives and significant enhancements in online brand awareness.

### **Strategic Marketing & Growth:**

- Led comprehensive digital strategies, consistently achieving double-digit top-line growth and significantly enhancing online brand awareness.

- Maximized marketing ROI by meticulously analyzing cross-media campaign performance and implementing data-driven adjustments.

- Informed product and strategic decisions by conducting in-depth market research and competitive analysis, accelerating revenue growth.

- Directed product marketing initiatives, encompassing effective positioning, messaging, and competitive analysis, to achieve market penetration and impact.

### **Digital & Content Innovation:**

- Revolutionized order fulfillment and improved internal efficiency by developing and managing an internal e-commerce platform with 100% adoption.

- Enhanced accessibility for architects by leading the conversion to 3D Digital Revit AutoCAD design objects on multiple online platforms. Streamlined product information management by building custom product and technical databases.

- Improved marketing asset management and content creation efficiency by optimizing the project photo library with a digital asset management (DAM) system.

- Strengthened brand presence and audience engagement by developing and managing an editorial calendar and generating compelling content for social media platforms (LinkedIn, Instagram, Facebook, Pinterest).

- Enhanced website performance by creating compelling content and case studies, and improving technical usability, including managing the Adobe AEM website.

- Enabled targeted regional marketing efforts by integrating and utilizing Salesforce data for customized digital strategies.

### **Events & Cross-functional Collaboration:**

- Successfully executed and managed high-impact events by orchestrating large-scale trade shows and multi-day sales meetings.

- Drove successful product introductions by leveraging customer insights and fostering strong cross-functional collaboration.

- Empowered sales teams with essential resources and up-to-date market intelligence.

### **Sustainability & Reporting:**

- Capitalized on sustainability trends and enhanced brand reputation and industry leadership by championing sustainability initiatives (LEED, EPD).

- Provided clear and consistent KPI reports, including monthly performance metrics on traffic, downloads, and third-party site performance.

## **Marketing Manager**

Dapra Corporation - Bloomfield, CT | Sep 2021 to Oct 2022

- Established a foundational marketing function driving strategic brand expansion within the B2B Automotive and Aerospace sectors.
- Improved content accessibility and customer experience by organizing and categorizing hundreds of digital assets and the related product database.
- Successfully supported new product and brand launches by collaborating with global partners.
- Expanded market reach and strengthened brand impact by developing and implementing comprehensive digital marketing and social media strategies.
- Enhanced brand consistency through compelling visuals and targeted messaging.
- Generated leads and increased brand awareness by conceptualizing and executing targeted digital campaigns using Google Ads and social media.
- Managed updates for digital and print product catalogs.
- Managed agencies and video production for product/brand launches.

## **Marketing Manager**

Parks Superior - Somers, CT | Jan 2015 to Jan 2017

- Achieved record unit sales by directing integrated marketing and sales initiatives for a prominent commercial automotive company.
- Drove revenue growth and transformed sales performance by orchestrating comprehensive marketing and sales operations, including digital strategy, content creation, data analytics, and strategically shifting to inside sales.
- Generated significant online growth (quadrupling monthly web activity) and conversions by amplifying online visibility through SEO optimization.
- Elevated brand positioning via strategic social media engagement and spearheaded the development of a mobile-optimized website.
- Enhanced the online sales experience by improving product photography, managing product database updates, and strategically updating the web-based vehicle database and online UX.

## **Additional Experience**

- Marketing Fulfillment Support and E-Commerce Systems: Facilitated RFP/RFI processes, solution presentations, and implementation of e-commerce style fulfillment support systems for national and global printing companies (CGX, RR Donnelley) over 8 years.
- Notable Brands: Implemented strategic solutions or enhanced processes for brands including Aetna (while at Accenture), Grand Circle Travel, Hubbell Electrical, Kronos, BlueCross, Entrepreneurs Source, and John Hancock.

## **Skills**

- Integrated Marketing Management
- Strategic Planning & Campaign Execution
- Data Analytics & Reporting (Excel, Site Reporting, Power BI, Salesforce, Google Analytics)
- Digital Marketing & Web Development (Google Ads, Social Media, SEO, UX, Content Management, Adobe AEM, WordPress, GoDaddy)
- Digital Asset Management (DAM)
- Product & Brand Marketing
- Market Research & Competitive Analysis
- E-commerce Platform Management
- Sales Enablement
- Marketing Technology (CRM - HubSpot, Salesforce; Marketing Automation)
- Project Management (E-commerce implementation, system integrations)
- Marketing Operations (Team Management, Internal Communications - SharePoint)
- Event Management (Trade Shows, Sales Meetings)
- Social Media Management
- Content Creation (Case Studies, Technical Documents)

## **Education**

- Individualized BA – Music / Financial Management – Keene State, NH

## **Interests**

- Musician – Bass Guitar
- Photographer