

**Peter Faulk**

Windsor, CT 06095

[peterfaulk@gmail.com](mailto:peterfaulk@gmail.com)

+1 860 573 0720



*Word Cloud of My Experiences*

## Professional Summary

A Marketing Leader with over a decade of diverse experiences, offering a comprehensive suite of services, from product marketing and digital campaigns to print ads, catalog production, fulfillment, digital ad placement, and meticulous analysis and reporting.

## Marketing Manager

M&S Building Systems - Plainville, CT - Aug 2024 to Mar 2025

For M&S Building Systems, I established the brand presence for a new steel framing manufacturer, significantly elevating customer engagement and boosting lead conversion through strategic digital initiatives. My work also streamlined operational efficiency and provided data-driven insights for market analysis and strategic growth. Established process for filtering project databases for lead generation.

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## Marketing Manager – Specialist - Director

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

For Morin I helped update marketing systems and technology to drive consistent double-digit annual top-line growth. This was done by significantly enhancing online brand presence and maximizing marketing ROI through data-driven strategies. I accelerated revenue growth by informing product strategy with market research and leveraging sustainability brand building tactics. Concurrently with this, we also took on updating product sample order fulfillment and internal efficiency by developing an e-commerce platform that achieved 100% adoption and processed over 3,000 annual orders much more efficiently, a great sales tool.

My efforts further elevated overall marketing effectiveness, optimized product information management, and empowered sales teams, ensuring strong market penetration and successful product introductions. I managed a budget of .5% of sales annual for a company that grew from ~\$37 million to over \$80 million.

## **Marketing Manager**

Dapra Corporation - Bloomfield, CT - September 2021 to October 2022

At Dapra Corporation, I established a foundational marketing function, strategically expanding brand presence within the B2B Automotive and Aerospace sectors. I drove market reach and generated leads through comprehensive digital marketing and social media strategies and a large-scale trade show even, while also improving content accessibility and supporting successful new product and brand launches.

Working with the CEO and VP of Sales, we re-aligned the product offer on the web site to better align with strategy and e-commerce offering for retail end-used and distributors. We also brought on and enhanced two additional complete product lines, requiring the creation of co-branded materials and adding content to the product management site.

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## **Marketing Manager**

Parks Superior - Somers, CT - January 2015 to January 2017

At Parks Superior, I helped enhance the marketing processes, photography, listing and product database achieve record unit sales and drove significant revenue growth by directing integrated marketing and sales initiatives. This included a strategic shift to inside sales. My efforts quadrupled monthly web activity and conversions by amplifying online visibility, and I elevated brand positioning through strategic digital advancements, ultimately transforming the organization's sales performance.

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## **Education**

BA in Music & Financial Management  
Keene State College - Keene, NH

## **For More Information, Case Studies**

<https://peterfaulk.com/>

## Experience in Marketing:

### Digital Marketing, Social Media & Strategy:

- Expanded website market reach, generated leads, and enhanced brand awareness and customer engagement through targeted digital strategies and content like case studies.
- Managed agencies and ensure brand consistency across digital platforms.
- Strategically aligned CRM tools like **Salesforce** and **HubSpot** with lead generation tools and marketing automation, pushing to relevant action departments.
- Integrate EMAIL marketing connected to CRM applications for automated updates and lead generation. Leveraged tools like **Constant Contact**.
- Developed and implemented comprehensive (paid and free) Social Media Strategies across platforms (**LinkedIn, Instagram, Facebook, Pinterest, YouTube, X-Twitter, TikTok**) to expand market reach, strengthen brand impact, and drive audience engagement.

### AI Marketing Efficiency and Automation:

- Used tools like **Gemini** and **CoPilot** to generate content for Blogs, automating 90% of the research and writing,
- Leverage AI to generate ideas and content to easily fill Editorial Calendars.
- Video creation automated using **Synthesia** for quick explainer videos. Generate a script in AI and then generated short videos from the script in under an hour.
- Created explainer Podcasts with **Notebook LM** and posted to a Podcast playlist on **YouTube**, then back linking the description to related web content.

### Website Development & Content Management:

- Managed and optimized website development and UX for improved performance and mobile responsiveness.
- Improved content accessibility and customer experience through Digital Asset Management (DAM) systems like **CANTO** and strategic database updates.
- Leveraged platforms like **Adobe AEM** for customized digital strategies. I have also worked with **WordPress, GoDaddy** and **Kentico** platforms.

### Print Media Advertising

- Direct Mail marketing, Consumer Mailings, Demographic Targeting. Leveraged tools like **Every Door Direct** for generic consumer mailing campaigns.
- Ad generation and sourcing in targeted print media, aligning messaging with overall digital strategy, using QR Codes and Links from PDF Magazines to drive traffic backlinks. These publications also offered Lead generation databases, automated into CRM applications.

### **Product Marketing & Product Launches:**

- Directed New Product Marketing initiatives, achieving significant market penetration and successful product launches including image creation, website updates, strategy.
- Informed product strategy, accelerated revenue, and streamlined product information management by building custom databases and enhancing design object accessibility.
- Worked across teams (finance, technical, customer service) in large scale product launches, coordinating and educating staff.

### **Event Management & Sales Enablement:**

- Orchestrated high-impact Trade Shows and multi-day Sales Meetings.
- Empowered sales teams with updated resources and market intelligence.
- Developed SharePoint sites for internal calendars, information and event training.
- Familiar with the major events coordinators, logistics, floor planning 10x10 to 50x50.
- Event advertising experience, both digital and conventional, product positioning.

### **Reporting & Analytics:**

- Provided data-driven website traffic insights for strategic growth by implementing **Google Analytics** and market analysis tools like **SEMrush, Power BI, Adobe AEM**.
- Maximized marketing ROI and delivered clear KPI reports on key performance metrics. Regularly presented C-Level reports and strategic analysis.
- Leveraged multiple 3<sup>rd</sup> party sites and aggregated information into XLS – using linked Data and Pivot tables as needed.

### **Design Tools:**

- **Adobe Suite** – Proficient with **InDesign, Photoshop**, basics of **Illustrator**
- **Microsoft** - Proficient with **Office 365 Suite** of tools, Photo Editor, Publisher, PowerPoint
- **Canva** – Experienced with this online tool, AI Generated Content, Video and Image creation

### **Fulfillment Support and E-Commerce Systems Sold and Implemented:**

- 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**.