

EDWARD PALMER

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TECHNICAL SKILLS

- Entrepreneur, Leadership & Team Management
- CRM, SaaS & Marketing Automation
- Digital Marketing Strategy (B2B & B2C)
- SEO, SEM & Paid Media
- Analytics & Reporting (Google Analytics & 360)
- Web Development & UX (WordPress & HTML)
- A/B Testing (Optimizely, Google Optimize)
- Project Management (Monday.com, Asana, Jira, Confluence, RoboHead)
- Compliance, QA, Risk Mitigation
- Digital Transformation & Process Improvement
- Paid Media Management Facebook and LinkedIn

PROFESSIONAL EXPERIENCE

Strategic and results-driven marketing leader, entrepreneur and owner of SuccinctWeb.com with 20+ years of experience leading data-driven initiatives across B2B and B2C sectors. Proven expertise in developing and executing comprehensive digital marketing and content strategies that drive engagement, lead generation, and customer acquisition. Adept at creating compelling, multi-format content across social media, websites, email, blogs, and paid media - ensuring brand consistency and optimized performance across channels. Skilled in leveraging MarTech platforms including Marketo, Salesforce, HubSpot and HighLevel to support digital campaigns and optimize ROI. Experienced in collaborating with agencies, clients, executive teams and cross-functional stakeholders to align messaging, plan high-impact initiatives, and analyze campaign performance using data-driven insights. Passionate about digital storytelling, SEO best practices, and continuously evolving marketing trends to deliver measurable business impact.

FINEPOINT TECHNOLOGIES - Herndon VA

03/2014 - Present

Marketing Manager through SuccinctWeb

- Build and manage the corporate WordPress website, improving UX to support B2B/B2C campaign engagement.
- Execute and manage content creation, social media, and email marketing initiatives to drive lead generation.
- Execute advertising campaigns through paid media through Facebook and LinkedIn.

LEIDOS - REMOTE

11/2020 - 10/2024

Digital Marketing Contractor through SuccinctWeb

- Developed and implemented a digital strategy to enhance UX and engagement through website redesign and A/B testing.
- Created and supported content development, social media video editing for B2B engagement.
- Managed Salesforce and HubSpot CRMs, delivering segmented campaign conversions.
- Drove marketing efforts, analyzing metrics and applying analytic insights to improve KPIs and optimize ROI.
- Ensured brand consistency across web, print, and digital platforms.
- Coordinated and project managed via Monday.com to align marketing execution with business goals.
- Conducted competitive intelligence to uncover growth opportunities.

AMERICAN PUBLIC UNIVERSITY SYSTEM - REMOTE

09/2009 - 10/2023

AVP, Marketing Digital Operations & Marketing Technology

- Oversaw a higherED digital marketing team responsible for lead generation, MarTech integrations (Marketo, Salesforce, Adobe Experience Manager) and performance optimization.
- Executed prospecting strategies for student acquisition, recruitment, engagement and retention.
- Engage in admissions processes, facilitate student onboarding, and provide support for alumni membership initiatives.
- Created and managed Marketo (SaaS Platform) nurture programs, improving lead engagement.
- Drove B2B/B2C marketing strategies that achieved YoY customer acquisition growth.
- Streamlined prospect management workflows to increase lead quality and conversions.
- Collaborated between internal teams and external agencies for product alignment.
- Built and managed content-driven websites and landing pages, boosting traffic while optimizing spend efficiency.

SALIENT CRGT - Fairfax VA

09/2011 - 11/2019

Digital Marketing Contractor through SuccinctWeb

Built and managed the corporate website focusing on UX design, content strategy, and A/B testing while increasing engagement and conversions. I implemented email marketing and lead generation strategies using analytics-driven insights.

EDUCATION AND TRAINING

GEORGE MASON UNIVERSITY Fairfax, VA

Communication - Marketing (Bachelor of Arts)