

EDWARD PALMER

(571) 275-2418 | ejpalmer007@gmail.com

LinkedIn: linkedin.com/in/edjpalmer | edjpalmer.com | SuccinctWeb.com

Professional Summary

Strategic visionary entrepreneur and results-driven marketing leader with 20+ years of experience driving digital transformation and growth across B2B, B2G and B2C sectors. Entrepreneur and founder of SuccinctWeb.com, Proven ability to lead high-impact initiatives, craft compelling multi-channel content, and optimize campaign ROI. Skilled in cross-functional collaboration, team leadership, and leveraging Martech such as Salesforce, HubSpot, and Marketo to deliver measurable business results.

Core Competencies

- Digital Marketing Strategy (B2B & B2C)
- CRM, SaaS & Marketing Automation
- SEO, SEM & Paid Media
- Web Development & UX (WordPress, HTML)
- A/B Testing & Conversion Optimization
- Project Management (Asana, Monday.com, Jira, Confluence, RoboHead)
- Analytics & Reporting (Google Analytics)
- Digital Transformation & Process Improvement

Professional Experience

SuccinctWeb.com – Founder & Digital Marketing Consultant | 2009 – Present

- Specializing in full-service digital strategy, paid media, content strategy, marketing automation, CRM optimization, MarTech integrations and web development consulting for B2B and B2C clients.

FinePoint Technologies (Herndon, VA) – Marketing Manager | Mar 2014 – Present

- Manage corporate WordPress website & UX for successful campaign outcomes.
- Execute content, email marketing, and social media strategies.
- Manage paid media campaigns on Facebook, LinkedIn & TikTok for lead generation and engagement.

Leidos (Remote) – Digital Marketing Consultant | Nov 2020 – Oct 2024

- Led UX improvements and A/B testing for website redesigns, increasing engagement.
- Produced social media and video content to support B2B engagement.
- Managed CRMs (Salesforce, HubSpot), supporting segmented campaign execution.
- Applied analytics insights to improve KPIs and marketing ROI.
- Coordinated cross-functional teams via Monday.com for project alignment.
- Conducted market intelligence to identify competitive opportunities.

American Public University System (Remote) – AVP, Digital Marketing Operations | Sep 2009 – Oct 2023

- Led marketing operations and a cross-functional team focused on lead generation and student recruitment.
- Directed MarTech stack, including Marketo & Salesforce, to streamline campaign execution.
- Created Marketo nurture programs, improving lead engagement and conversion rates.
- Developed multi-channel B2B/B2C strategies that drove YoY customer growth.
- Oversaw development of websites and landing pages to support content marketing and SEO.
- Coordinated with agencies and internal stakeholders to align messaging and strategy.

Education

George Mason University – Fairfax, VA

Bachelor of Arts in Communication – Marketing