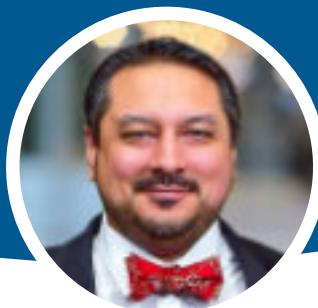


Gerald Valentine

Creative & Strategic Integrated Marketing Manager

With 15+ years in marketing leadership, I specialize in elevating brand growth, team dynamics, and campaign impact. My passion lies in crafting innovative strategies that boost visibility and ROI, guided by data-driven insights and a creative approach.



gerrylum2@gmail.com

650-284-6699

Providence Village, TX

linkedin.com/in/gerrylum

https://gvalentine.com



WORK EXPERIENCE

CAP DIGISOFT | Frisco, TX | Director of Marketing

Business Process Outsourcing and Software Development

02/2019 - 03/2024

- Developed and executed comprehensive marketing strategies including writing content for omni-channel client engagement.
- Led and managed globally-based creative teams, enhancing project completion efficiency and quality.
- Spearheaded content strategy and writing for CAP Digisoft Inc. Subsidiaries and clients, improving online presence and user engagement.

MASERGY | Plano, TX | Event Manager

Software-Defined Networking and Managed Cybersecurity

02/2015 - 02/2019

- Orchestrated corporate events from conception to execution, consistently meeting deadlines and budget constraints, increasing lead generation through strategic event marketing.
- Analyzed event performance, delivering comprehensive metrics presentations to stakeholders, demonstrating measurable ROI.
- Directed graphics maintenance and managed external vendor relationships to ensure high-quality deliverables.

EDMENTUM | Dallas, TX | Interactive and Graphic Designer

K-12 Educational Software

05/2009 - 11/2014

- Developed dynamic websites using Drupal and Ektron, enhancing user engagement and content accessibility.
- Led targeted email and landing page campaigns via Marketo, boosting conversion rates and interactive marketing effectiveness.
- Managed and optimized high-traffic websites, ensuring smooth user experience for nearly 20 million monthly visits.
- Unified corporate branding across digital and print mediums for Edmentum and subsidiaries, enhancing brand visibility and consistency.
- Directed collateral material production, from concept to design and multimedia, maintaining cohesive brand identity.

NAI BT COMMERCIAL | Bay Area, CA | Graphic Designer

Commercial Real Estate

10/2006 - 04/2009

BROWER, MILLER & COLE | Irvine, CA | Senior Artist

Advertising & Marketing

04/2005 - 05/2006



EDUCATION

BACHELOR OF FINE ARTS

The School of the Art Institute of Chicago
Chicago, IL



SKILLS & PROFICIENCIES

Software Proficiencies

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Microsoft Office Suite (Word, Excel, PowerPoint), Google Drive/Docs, Affinity Suite.

Web Development

Proficient in HTML5, CSS, JavaScript/jQuery, Amazon Web Server, Wordpress, Drupal, Ektron.

Other

Strategic Planning, Event Planning and Budgeting, Team Leadership, Content Strategy, Brand Development, Data Analytics



INTERESTS

- Artificial Intelligence
- Board Gaming
- Electric Vehicles
- Virtual Reality
- Traveling
- Camping
- Off-Roading
- Illustration
- 3D Printing
- 3D Modeling
- Renewable Energy