

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.

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WORK EXPERIENCE

CAP DIGISOFT | Frisco, TX | Director of Marketing

Business Process Outsourcing and Software Development

02/2019 - 03/2024

- Spearheaded content strategy for CAP Digosoft Inc. subsidiaries and clients, optimizing online presence and engagement with SEO practices and tools like SEMrush and Moz.
- Led global creative teams, using agile methodologies and project management software such as Asana and Trello. Tracked team productivity with performance metrics and KPIs.
- Stayed updated on industry trends, refining marketing strategies to adapt to market dynamics. Conducted competitor analysis using tools like SpyFu and SimilarWeb.
- Coordinated cross-functional initiatives, aligning marketing efforts with business objectives. Maintained consistent messaging and branding across social media, email, and digital channels.

MASERGY | Plano, TX | Event Manager

Software-Defined Networking and Managed Cybersecurity

02/2015 - 02/2019

- Orchestrated corporate events from concept to execution using event planning software like Cvent and Eventbrite. Implemented strategic event marketing via email campaigns and social media to boost attendance and engagement.
- Analyzed event performance metrics with tools like Google Analytics or HubSpot to gauge ROI and attendee satisfaction. Presented detailed reports to stakeholders, highlighting insights and recommendations for future events.
- Directed graphic design for event materials, ensuring brand consistency across signage, banners, and promotional items. Collaborated with internal teams or agencies to maintain high-quality standards.
- Managed vendor relationships to secure cost-effective solutions for venue, catering, AV equipment, etc. Negotiated contracts to meet budget constraints while upholding quality standards.

EDMENTUM | Dallas, TX | Interactive and Graphic Designer

K-12 Educational Software

05/2009 - 11/2014

- Developed interactive websites using CMS like Drupal and Ektron, ensuring responsive design and user-friendly navigation.
- Created marketing campaigns with email and landing pages using Marketo. Conducted A/B testing and utilized data analytics for performance optimization and conversions.
- Maintained Edmentum websites, ensuring compliance with WCAG accessibility standards. Enhanced website functionality with HTML, CSS, and JavaScript.
- Designed collateral materials for Edmentum and subsidiaries, including Study Island and EducationCity. Produced print and digital assets such as brochures, flyers, and social media graphics to communicate corporate identity.

NAI BT COMMERCIAL | Bay Area, CA | Graphic Designer

Commercial Real Estate

10/2006 - 04/2009



EDUCATION

BACHELOR OF FINE ARTS

The School of the Art Institute of Chicago
Chicago, IL

MASTER OF BUSINESS ADMINISTRATION MARKETING (Expected Completion 2026)

University of South Dakota
Vermillion, SD



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 Services, 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