

Gerald Valentine

Creative & Strategic Integrated Marketing Manager

With more than 20 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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https://gevalentine.com 



WORK EXPERIENCE

FIRE SHIELD | Lake Dallas, TX | **Marketing Manager**

Fire Prevention and Protection Services

10/2024 - Present

- Led marketing strategy and execution for a regional fire protection company, driving increased inbound service inquiries and recurring inspection revenue.
- Developed targeted outreach campaigns for compliance-driven services (extinguisher inspections, kitchen suppression systems), reactivating lapsed accounts and strengthening customer retention.
- Optimized website content and local SEO to improve visibility across Denton and North Texas markets, increasing qualified quote requests.
- Implemented structured CRM follow-up workflows (email, SMS, phone) to streamline sales operations and improve conversion rates.
- Supervised and mentored Marketing Specialist while maintaining brand consistency across digital, print, and customer communications.

CAP DIGISOFT | Frisco, TX | **Director of Marketing**

Business Process Outsourcing and Software Development

02/2019 - 03/2024

- Spearheaded content strategy for CAP Digisoft 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 and trade shows, both national and regional, 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 and trade show performance metrics with tools like Google Analytics and HubSpot to gauge ROI and attendee satisfaction. Presented detailed reports to stakeholders, highlighting insights and recommendations for future events.
- Directed graphic design for event and trade show 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 venues, catering, AV equipment, etc. Negotiated contracts to meet budget constraints while upholding quality standards.



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

Licenses

Fire Extinguisher License (FEL-B), State of Texas

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

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WORK EXPERIENCE Continued

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

- Designed high-impact marketing materials for commercial property listings, including offering memorandums (OMs), brochures, site plans, email campaigns, and digital presentations.
- Collaborated with brokers to translate complex property data into visually compelling marketing assets that supported leasing and investment sales efforts.
- Developed branded templates and standardized marketing packages to improve turnaround time and maintain visual consistency across listings.
- Produced signage, property branding, and environmental graphics to enhance on-site visibility and market presence.
- Managed multiple concurrent listing projects in a fast-paced brokerage environment while meeting tight deadlines and maintaining accuracy of financial and property details.

BROWER, MILLER & COLE | Irvine, CA | **Graphic Designer**

Commercial Real Estate Marketing Firm

03/2004 - 03/2005

- Designed comprehensive marketing packages for commercial real estate listings, including offering memorandums, investment summaries, broker opinion of value (BOV) presentations, and property branding materials.
- Partnered closely with brokers and marketing teams to transform market data, demographics, and financial analysis into polished, investor-ready visual communications.
- Maintained brand consistency across multiple client properties while adapting creative direction to fit asset type, target buyer, and market positioning.
- Managed high-volume production timelines in a deadline-driven brokerage environment, delivering accurate, press-ready and digital materials under tight turnaround schedules.