

## **GERALD VALENTINE**

Creative & Strategic Integrated Marketing Manager

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### **SUMMARY**

Marketing leader with 20+ years of experience driving revenue growth, customer acquisition, and pipeline development. Proven expertise in go-to-market strategy, demand generation, and multi-channel campaign execution across digital, content, events, and CRM platforms. Strong background in data analytics, CRO, and marketing ROI, with experience leading cross-functional teams and leveraging AI to scale marketing performance.

### **CORE SKILLS**

Marketing Strategy, Digital Marketing, Demand Generation, Lead Generation, Customer Acquisition, Conversion Rate Optimization (CRO), SEO and Local SEO, Paid Media and Campaign Management, Email Marketing and Lead Nurturing, CRM and Marketing Automation, Data Analytics and Marketing ROI, Google Analytics (GA4), Reporting and Dashboards, Event Marketing and Trade Shows, Go-to-Market Strategy (GTM), Brand Development, Cross-Functional Leadership, Team Leadership, Budget Management

### **AI TOOLS, AUTOMATION, AND GENERATIVE AI**

ChatGPT, Claude, Midjourney, ComfyUI, AI-Driven Content Creation and Campaign Development, Prompt Engineering, AI Image and Video Generation, Automation and Workflow Integration

### **SOFTWARE AND TOOLS**

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects); Microsoft Office (Word, Excel, PowerPoint); Google Workspace (Docs, Drive); SEMrush, Moz, SpyFu, SimilarWeb; HubSpot, Marketo; Asana, Trello; Cvent, Eventbrite

### **TECHNICAL SKILLS**

HTML5, CSS, JavaScript/jQuery, WordPress, Drupal, Ektron, Amazon Web Services

## WORK EXPERIENCE

### **Marketing Manager** - Fire Shield Fire Protection, Lake Dallas, TX

October 2024 to March 2026

- Led go-to-market strategy and marketing execution, increasing inbound lead generation by 25–40% and driving recurring inspection revenue growth
- Developed targeted demand generation campaigns for compliance-based services, generating consistent monthly inbound leads across North Texas markets
- Reactivated dormant accounts and improved customer retention by 15–20% through segmented email marketing and lifecycle lead nurturing campaigns
- Optimized website content and local SEO, increasing organic traffic and improving conversion rates across key service pages
- Implemented CRM and marketing automation workflows across email, SMS, and phone, improving lead response time and conversion rates
- Built reporting dashboards to track marketing ROI, pipeline contribution, and campaign performance metrics
- Leveraged AI tools to reduce content production time and scale campaign development across multiple channels
- Managed and mentored marketing staff while ensuring brand consistency and cross-functional alignment with sales

### **Director of Marketing** - CAP Digisoft, Frisco, TX

February 2019 to March 2024

- Led global demand generation and content strategy, increasing inbound lead generation and improving SEO-driven traffic across multiple brands
- Executed multi-channel marketing campaigns across SEO, content marketing, email marketing, and paid media, driving customer acquisition and pipeline growth
- Managed cross-functional teams and aligned marketing initiatives with sales and executive leadership to support revenue goals
- Implemented data-driven marketing strategies using analytics, reporting dashboards, and KPI tracking to optimize performance and ROI
- Conducted competitor analysis and market research to identify growth opportunities and refine go-to-market strategies
- Leveraged AI-assisted tools to scale content production, streamline research, and improve campaign efficiency
- Contributed to measurable pipeline growth and improved marketing attribution across global campaigns

**Event Manager - Masergy, Plano, TX**

February 2015 to February 2019

- Managed national and regional corporate events and trade shows, supporting demand generation and contributing to multi-million dollar pipeline opportunities
- Developed integrated event marketing campaigns using email marketing, paid social, and digital promotion to increase attendance and engagement
- Measured event performance and marketing ROI using analytics tools including Google Analytics and HubSpot, improving future campaign effectiveness
- Directed creative production for event marketing materials, ensuring brand consistency across all touchpoints
- Negotiated vendor contracts and managed budgets, reducing costs while maximizing event impact and ROI

**Interactive and Graphic Designer - Edmentum, Dallas, TX**

May 2009 to November 2014

**Graphic Designer - NAI BT Commercial, Bay Area, CA**

October 2006 to April 2009

**Graphic Designer - Brower, Miller and Cole, Irvine, CA**

March 2004 to March 2005

**EDUCATION**

**Master of Business Administration (MBA), Marketing (Expected 2028)**

University of South Dakota

**Bachelor of Fine Arts**

School of the Art Institute of Chicago

**CERTIFICATIONS**

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