

## **GERALD VALENTINE**

Creative & Strategic Integrated Marketing Manager

Email: [gerrylum2@gmail.com](mailto:gerrylum2@gmail.com)

Phone: 650-284-6699

LinkedIn: [linkedin.com/in/gerrylum](https://www.linkedin.com/in/gerrylum)

Website: <https://gevalentine.com>

### **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.

### **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

### **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

### **Founder / Product Developer** – AstroCore Depot, Aubrey, TX

October 2025 – Present

- Designed and launched AstroCore control systems for R2-style robotics builds, combining Arduino, audio systems, and custom PCB integration
- Built and managed an end-to-end e-commerce operation (product design, pricing, listings, fulfillment, and customer support)
- Developed product messaging, listings, and community-driven marketing strategies that drove organic demand within niche builder communities
- Iterated on hardware and firmware based on real customer feedback, improving reliability and usability across multiple product versions
- Created scalable documentation and support workflows, reducing customer friction and increasing repeat purchases

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

October 2024 to March 2026

- Led go-to-market strategy and demand generation initiatives, increasing inbound leads by 25–40% and driving recurring revenue growth
- Developed and executed multi-channel marketing campaigns across email, SMS, SEO, and digital channels to generate consistent inbound leads across North Texas
- Improved customer retention by 15–20% through account reactivation, lifecycle marketing, and automated lead nurturing workflows
- Optimized website content, local SEO, CRM automation, and conversion paths to improve lead response time, organic traffic, and conversion rates
- Built marketing dashboards, leveraged AI-assisted content creation, and managed marketing staff to improve campaign performance, reporting, and brand consistency

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

February 2019 to March 2024

- Led global demand generation and content strategy initiatives, increasing inbound lead generation and SEO-driven traffic across multiple brands
- Executed multi-channel marketing campaigns across SEO, content marketing, email, and paid media to drive customer acquisition and pipeline growth
- Managed cross-functional collaboration between marketing, sales, and executive leadership to support revenue and go-to-market objectives
- Implemented data-driven marketing strategies using analytics, KPI tracking, dashboards, and reporting to optimize campaign performance and ROI
- Conducted market research, competitor analysis, and AI-assisted content development to improve campaign efficiency and support measurable pipeline growth

**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