

# John Gough

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WILLING TO RELOCATE

**A senior director for strategy and communications with 12 years of agency experience.** I bring a unique background of strategic communication planning, senior level interface design, and user experience research to elevate digital marketing experiences. An empathetic leader of diverse teams, I build consensus and empower individuals to do their best work.

- User experience (UX) leader for marketing strategy – Architect of 25+ branded digital properties annually for various agency clients in CPG, Services, and non-profit industries
- Certified marketing analytics professional with experience developing KPIs and marketing dashboards for C-Suites of \$1-50M+ organizations
- Managed team of 12 local and remote digital communications professionals for 7+ years, winning recognition as a regional Best Place to Work

## PROFESSIONAL EXPERIENCE

### **Skyhook Interactive, Mesa AZ**

*VP Client Strategy*

04/2016 - Present

Creative and strategic leader for all major clients serviced by the agency. Directed digital and content strategy for brand awareness. Guided design and execution of marketing and communication plans.

- Developed collaborative relationships with traditional agencies, serving as their technical partner for digital strategy, development, analytics implementations and user experience mapping, netting over \$1M in new business for our partners
- Achieved a Customer Net Promoter Score (NPS) of 8.5 within client services department
- Overhauled web strategy for a \$50M+ Independent Study Abroad organization, providing new guidance documentation and actionable marketing analytics dashboards for social media, organic search/SEO activities, paid media/PPC, email marketing, and paid referrals
- Optimized the digital customer experience journey for a regional museum, based on data-driven user research, analytics, and customer surveys, increasing campaign revenue 300+%
- Designed training materials and video on best practices for digital communications, tactical implementation, and courses on content management systems and digital analytics reports
- Present regularly at regional conferences on emerging technologies in digital communications, web design, user experience, and management topics, earning recommendations and praise from attendees, and developing lasting relationships with organizers.

### **Higher Metric, Mesa AZ**

*Consultant, Principal Strategist*

02/2017 – 05/2018

Advised a marketing startup dedicated to helping higher education institutions improve digital experiences, enrollment marketing, retention, and create engaged alumni fundraising and development opportunities.

- Launched a marketing automation-enabled lead generation campaign, reaching over 7,000 targeted contacts within 8 weeks
- Developed positioning and marketing communications strategy for a new product line, adhering closely to brand standards and guidelines, resulting in \$150k increase in sales
- Directed multi-channel content strategy for thought leadership, writing and publishing a variety of digital and print materials, media campaigns, and booking national speaking engagements

**Skyhook Interactive, Mesa AZ**

*Director of Operations*

01/2014 - Present

Principal in charge of the operational management and function of the agency, including finance and human resources. Maintained a positive profit margin, on-budget project execution, and on-time payment of employees and vendors. Tracking of expenses and reporting a critical responsibility.

- Hired and directly managed over 25 creative professionals, with an average team size of 12
- Instituted a role-based mentorship program for all team members, fostering a culture of leadership, engagement, and professional development. Resulted in an employee satisfaction of 9.1/10 Net Promoter Score (NPS) over five years
- Developed a broad network of vendor relationships to create an innovative “elastic” workforce strategy, reducing agency overhead and increasing work capacity by 75%
- Profitably managed a growing P&L of \$1.8M+
- Named one of the Top 40 Best Places to Work based on employee recommendations

**Skyhook Interactive, Mesa AZ**

*Lead Art Director*

06/2012 – 03/2016

Advised clients on digital communications best practices across a wide range of industries, including Education, Non-profit, and Professional Services to improve user experience for conversion, search engine optimization, and content strategy.

- Supervised four in-house and contract designers in creation and delivery of award-winning digital marketing communications
- Transitioned design processes at the agency to a mobile-first approach, following industry best practices and maintaining a position as marketing communications leaders to clients
- Earned digital analytics certification to perform marketing optimization and site testing, as well as effective user research in Google Analytics and other analytics and user feedback tools

**Skyhook Interactive, Mesa AZ**

*Interactive Project Manager*

06/2010 – 05/2012

Responsible for client strategic intake and coordination between web development, SEO, Paid Media teams. Actively managed 12+ ongoing interactive projects per month in various stages of completion.

**Black Lotus Information Systems, Mesa AZ**

*Web designer/developer*

06/2008 – 06/2010

Created websites, display advertising, social media graphics, and other marketing resources.

**EDUCATION**

BS *magna cum laude* Landscape Architecture, 2009, Arizona State University

**ADDITIONAL COURSEWORK AND CERTIFICATIONS**

Google Analytics Individual Qualification | Human Computer Interaction, Stanford University via Coursera

**HIGHLY PROFICIENT IN THESE TECHNOLOGIES AND PLATFORMS:**

- |                              |                           |   |  |
|------------------------------|---------------------------|---|--|
| • Adobe Creative Cloud/Suite | • JQuery/JS               | • Google Marketing Platforms: Analytics, AdWords, Tag Manager, Webmaster Tools, Data Studio | • WCAG accessibility                       |
| • Google Docs                | • WordPress               |   | • On-site SEO - Search Engine Optimization |
| • Sketch                     | • Drupal 8                |   | • Salesforce CRM                           |
| • HTML/CSS                   | • Social media management |   |  |

**Languages: Fluent in Spanish**

**Eagle Scout, BSA Scouts**