

David J Swofford

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Certified, tech-savvy, data-driven Marketing Specialist with advanced expertise in analytics, visualization, reporting, and database management. Skilled in Tableau, Power BI, AWS, SQL, Python, and R. Hands-on experience in digital media development, multi-channel campaign execution, customer journey mapping, conversion rate optimization, and performance analysis, with a track record of turning data into actionable strategies.

EXPERIENCE

*Unstoppably US, **Marketing Specialist***

2023 - Present

USUS provides comprehensive marketing strategy and execution services to small business clients, and has curated and executed a wide range of high-profile events bringing a signature blend of vibrant energy, creativity, and professionalism to every engagement. Our approach blends performance artistry with data-driven marketing to create impactful, memorable campaigns that drive real results. Work includes:

- **Brand Development:** Crafting core brand identity, messaging frameworks, tone of voice, and visual standards.
- **Creative Asset Design:** Producing cohesive, on-brand assets using Adobe (Photoshop, Illustrator, InDesign) and Canva.
- **Digital Presence Management:** Building and optimizing websites / social media profiles (Instagram, Facebook, YouTube).
- **Content Strategy:** Creating & managing multi-channel content calendars (Trello, Asana); publishing and scheduling (Hootsuite, Buffer, and Meta Business Suite).
- **Community Engagement:** Designing interactive campaigns to foster audience participation and strengthen brand loyalty.
- **SEO & Analytics:** Implementing strategies, keyword research (SEMrush, Ahrefs, or Google Keyword Planner), and performance tracking (GA4, Search Console, and Meta).

*FH Media & Marketing, **Entrepreneurial Venture & Services***

May 2021 - 2023

- Pioneered a creative consulting business focused on data-driven strategy, audience engagement, and brand development, enhancing venue visibility and sales.
- Advanced to a keyholder role at an entertainment venue, managing operations, reporting, and performance tracking.
- Integrated professional A/V equipment skills into marketing concepts and client pitches.

*Greater Than One, **Senior Data Strategist***

Sep 2020 - Apr 2021

- Provided data-driven strategies to provide deeper insights into market and customer growth opportunities.
- Developed an effective Data Warehouse infrastructure for advanced analysis, ensuring data accuracy and timely collection, supporting daily automated reporting and dashboard processes.
- Deployed versatile, multi-channel reporting tools using Google Data Studio.

*ChromatiCo LLC, **Entrepreneurial Venture***

Jan 2018 – Aug 2020

- Led the full lifecycle of product development, brand strategy, and go-to-market execution.
- Designed and 3D-printed custom prototypes, developed user-centric smart features via mobile app integration (iOS/Android), and engineered custom circuitry and chipsets to support wireless control and automation.
- Created and maintained an e-commerce platform (Shopify), ran targeted campaigns through Meta Ads, and built an engaged audience via content marketing and social media strategy.

*MEC / WaveMaker (WPP Group), **Senior Analyst, Data Integration***

Jun 2017 - Dec 2017

- Developed dynamic dashboards using Tableau, enhancing data visualization, communication, and data accessibility.
- Processed and analyzed large datasets, performing SSIS/ETL tasks in SQL and AWS/S3, ensuring data accuracy.
- Produced advanced reports and presentations for stakeholders, contributing to strategic decision-making.

*Adorama, **Tableau Developer, Business Insights & Analytics***

Sep 2016 - May 2017

- Led the transition of analytic operations to an internally managed solution using Tableau Server, reducing costs and significantly improving data accessibility.
- Advocated for a data-centric business philosophy, enhancing team understanding of analysis concepts and techniques.
- Improved data availability and integrity by developing comprehensive reports, presentations, and dashboards combining sales, in-store, and online data sources.

Yieldbot, *Optimization Strategist*

Jul 2015 - Feb 2016

- Managed and optimized digital marketing campaigns, improving delivery and efficiency through real-time optimizations.
- Collaborated with cross-functional teams and clients to align strategy with business objectives and audience targeting.
- Analyzed data to identify trends and insights, informing strategy improvements and enhancing campaign outcomes.
- Created performance reports and communicated results to stakeholders, leveraging tools like Google Analytics and advanced MS Excel techniques (Macros, formulas, VBA).
- Executed A/B tests and optimization experiments to improve campaign outcomes and inform future strategy.

Outdoor Sportsman Group, *Marketing Research Manager*

Sep 2011 - Jul 2015

- Served as primary data-centric resource supporting Ad Sales, Marketing, Editorial, and Senior Management with research, analysis, and reporting.
- Conducted detailed competitive analysis, identifying subscription/readership trends, enhancing market understanding.
- Researched audience segments and prospected potential ad clients using Nielsen, comScore, MEMRI, and MagRadar.
- Created advanced reports in Google Analytics, sharing insights with stakeholders, improving data-driven strategy.
- Coordinated strategic editorial initiatives across web, social, and email marketing channels, and provided detailed reports on performance and engagement.
- Analyzed content performance and cross-channel audience distribution across 15 brands in 3 special interest verticals.
- Managed digital campaign execution and performance optimization using DART for Publishers.
- Assisted with technical support and optimizations of proprietary WordPress platform.

EDUCATION

Microsoft Training Partner • Certification • **Microsoft Certified Associate: Power BI Data Analyst** • 2025
 American Marketing Association (AMA) • Certification • **Marketing Management** • 2025
 Digital Marketing Institute (DMI) / Amer. Marketing Assoc. (AMA) • Certification • **Digital Marketing** • 2025
 Baruch College, City Univ. of NY (CUNY) • CAPS • **Marketing** • 2011
 Boston University • BA • **Economics** • 2004 - 2009
 Hampton High School • 2000 - 2004

LICENSES & CERTIFICATIONS

Microsoft Certified Associate: Power BI Data Analyst • Microsoft • Sep 2025
Professional Certified Marketer (PCM) in Marketing Management • Amer. Marketing Assoc. (AMA) • Aug 2025
Professional Certified Marketer (PCM) in Digital Marketing • Amer. Marketing Assoc. (AMA) • May 2025
Certified Digital Marketing Professional (CDMP) • Digital Marketing Institute (DMI) • May 2025
Tableau Desktop Certified • Tableau • Nov 2017

SKILLS

Digital & Traditional Media • Content & Publishing • Audience Dev. & Segmentation • Strategic Planning
 Data & Analytics • SEO & SEM • Social Media • eCommerce / Retail • Brand & Identity Development
 Conversion Rate Optimization (CRO) • Advanced MS Excel • Databases (SQL, SSIS, AWS, S3)
 Coding (JS, HTML, PHP, Python, R) • Salesforce, Monday, Asana, MS Project
 Data Viz & Dashboards (Tableau, MS Power BI, Looker Studio) • Google Search Console, Webmaster Tools
 Google Tag Manager (GTM) • Google Marketing Platform, Meta Business Suite • Google Analytics 4 (GA4)