



Drew Franklin, MBA

MODERN MARKETER

Contact

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Profile

I'm a marketing communications professional in Birmingham, Ala. My experience includes more than thirteen years of marketing & communications in multiple industries, including energy, manufacturing and technology.

I enjoy leading all marketing functions, focusing on strategy, content creation, demand generation and corporate communications.

Experience

Director of Marketing

HData / Apr. 2022 - Present

- Lead efforts by directing and producing regulated energy software industry marketing projects.
- Manage marketing strategy, corporate communications, and digital acquisition campaigns.
- Support business partners across the company, including executive communication, product development, client success, and sales.
- Establish key metrics for monthly growth leads, the campaign conversion rate of leads, sales qualified leads (demo stage), self-service user registration, marketing sourced discovery meetings generated, and community webinar attendees.
- Leverage tools such as HubSpot, Wistia, Google Search Console, Google Analytics, and Apollo.

Marketing Communications Manager

Altec, Inc. / Feb. 2016 - Apr. 2022

- Led a diverse communications team of six people with roles ranging from communications to video specialists in the energy industry.
- Managed all internal and external public relations efforts on behalf of the company.
- Assisted external affairs team with local, state, and federal government officials on infrastructure and manufacturing business policies.
- Led team creation of video and still photography for product promotions.
- Supported business partners across the organization, including company ownership, executive leadership, human resources, and recruiting in the energy industry.
- Developed, directed, and produced monthly internal news video communications efforts featuring executive speeches, company updates, and community relations highlights.
- Supported the company's intranet by providing written articles and video updates via our Sharepoint site.

Education

University of Alabama

Bachelor of Arts, Public Relations
May 2010

University of Alabama-Birmingham

Masters of Business Administration
December 2022

Experience continued

Marketing Manager

SPOC Automation / Jun. 2013 - Feb. 2016

- Directed all of the digital media, marketing and communications efforts in oil & gas industry.
- Obtained positive brand exposure through public relations activities(industry editorials, executive profiles, Inc. 5000 listing, Best Places to Work listing, etc.)
- Leveraged tools such as Hubspot (marketing automation) to generate and nurture new leads for the sales team.
- Reported directly to CEO and developed internal and external event talking points for presentations and town hall meetings

Client Success Manager

GradesFirst / Dec. 2011 - Jun. 2013

- Managed the technical sales, onboarding, training and support efforts.
- Served as the primary company resource to over 50 universities and community colleges across North America.
- Maintained a 100% client retention record while in the Client Success role.
- Leveraged marketing automation tool to generate and nurture new leads for the sales team.
- Researched, designed, tested and implemented best practices for users at each client school.

Marketing Coordinator

SCA Performance / Oct. 2010 - Dec. 2011

- Managed all of the marketing and communications efforts.
- Served as the primary point of contact for any press inquiries.
- Obtained several earned media stories in local press publications - executive interviews and company press release highlights.

Leadership

American Marketing Association / 2014-2020

- *President (2018-2019), VP of Technology (2014-2018) and Board Member*

The Chief Marketing Institute / 2018-2019

- *Executive Development Program, Marketing Leadership - Cohort I*

Skills

- Corporate Communications
- Government Relations
- Inbound Marketing
- Video Editing
- Video Production
- Adobe Creative Suite
- Content Marketing
- Website Design
- Marketing Automation
- Email Marketing
- Campaign Strategy
- Artificial Intelligence (AI)