Blake Hickey

Marketing Director

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SUMMARY

Marketing director, in marketing since 2006, who has worked on both sides: in-house and inside agencies, at small companies and large ones, as the designer and as the director. Leads strategy, paid media, lead handling, sales support and creative, and still makes the work: design, video and photography. Has built, hired for and restructured marketing teams in the US and abroad, and hired and managed agencies and freelance talent. More than $5 million in ad spend managed across past roles.

EXPERIENCE

Marketing Director | Feb 2023 to present
Microtech IT & Cybersecurity Services, Fort Lauderdale, FL (remote)

- Own marketing strategy, demand generation, brand, paid media and reporting for a managed IT and cybersecurity provider, and manage the marketing team.
- Paid search beat The Marketing Team's 2024 MSP industry benchmark on both lead volume and cost per lead.
- Booked speaking engagements across the US for the CEO and built his presentation decks.
- Run event marketing: booth setup guides, ads geotargeted around the venue, one event landing page for every QR code, form and card, and the lead follow-up after.
- Manage incoming leads and work with sales on the documents they bring to meetings.
- Created a shock-and-awe box mailed to prospects and direct-mail pieces built around objects: a modified pill bottle, a "Closer Look" magnifying glass and games.

Marketing Manager | Sep 2019 to Feb 2023
Premium Digital Control & Automation and MotoGuard Pros, Hollywood, FL

- Managed a three-person marketing team for a luxury smart home technology company serving Palm Beach to Miami, and its sister vehicle protection and detailing company serving the same high-end clients.
- Rebranded both companies upmarket; ran the website, lead generation funnel, paid targeting, social ads, van wraps and print.
- Sold and booked services in person at luxury dealerships including Bentley, Mercedes-Benz, Porsche and Ferrari.
- Generated more than 1,000 leads at an $8.50 average cost per lead.
- Worked with sales to automate follow-up email and build sales resources.
- Developed private-label products: designed the soap labels and worked with manufacturers and bottle makers on bottles that would not leak when packed inside client vehicles. Helped create a carpet logo-marking tool and clip-on plate covers that kept client cars private and scratch-free in social photos.

Social Media and Email Marketing Manager (long-term contract) | 2018 to 2019
Saved By The Dress and Bump Girl, Miami, FL

- Built the marketing calendar for both sister brands; wrote and designed the email campaigns; ran seasonal, win-back, SMS and affiliate programs; added Pinterest as a channel.
- Directed photo shoots, hiring and working with models, and produced influencer video and photo content.
- Worked with the buyers on incoming inventory and top sellers, and redesigned home and product pages around what was selling, using website analytics.
- Interviewed and worked with outside agencies, including working directly with Neil Patel's team on SEO.

Marketing Manager | Jun 2015 to Mar 2018
LogoUp.com, R.J. Roberts and Afton, Pompano Beach, FL

- Built and led the in-house marketing team (four people) for sister brands in custom apparel, automotive uniforms and golf, sold on their own sites and other marketplaces.
- Redesigned the full website: mapped every page, the customer experience and the checkout flow on four whiteboards, Lean Six Sigma style, and relaunched it for Cyber Week.
- Designed Afton's own custom polo, including the tag, troubleshot it and tested it with different manufacturers.
- Built automated email, SMS and ad funnels; wrote, shot and edited promotional videos for YouTube and social.

Video Production (long-term contract and part-time) | 2012 to 2014
VIMBY, Tampa Bay, FL, and Jobe Sports International, Orlando, FL

- **VIMBY:** Digital imaging technician, camera operator and video editor on Walmart commercials filmed around Florida, as the campaign moved from models and actors to a host with real moms. Part of the VIMBY team on Walmart's Receipt Challenge, a 2013 Silver Effie winner (Retail).
- **Jobe Sports:** Product, water sports and athlete lifestyle video shot on boats in changing weather on fast turnarounds, plus trade show footage, interviews, audio, lighting, website product photos and motion graphics.

References and recommendation letters from past managers available on request.

Social Media and Content Manager | 2009 to 2015
BC Surf & Sport, Miami to Fort Lauderdale, FL

- Ran digital and print marketing for 18 stores: graphics, events, websites, Facebook pages, account access and the flyers each store team needed; ran the drop-ship department.
- Designed private-label apparel, skateboards, accessories, surfboard racks and packaging in 3D, prototyped and made overseas, plus Never Summer snowboard graphics and hoodies.
- Led a custom shoe collaboration, Vans x BC Surf & Sport, working directly with Vans.

Marketing Coordinator (part-time, alongside BC Surf & Sport) | 2011 to 2012
Billabong, Deerfield Beach, FL

- Helped open the Deerfield Beach store: video tutorials, in-store product signage, event promotion, Google Business Profile and reviews, and social accounts set up with secure admin access, plus social team training.

Marketing Manager (promoted from Buyer and Wakeboard Instructor) | 2006 to 2009
The Boarder Line, Dowagiac, MI

- Ran social media, events, graphics, ads and local business networking for a seasonal watersports shop.
- Promoted to buyer for knowing what sold: chose stock from prior years' numbers and customer surveys. Started as a wakeboard instructor and boat driver; still asked back to mentor and train new staff.

SELECTED PROJECTS

- The Florida Bar CLE (2024): moderated and helped produce The Florida Bar Business Law Section's CLE program, Navigating Lawyer Advertising Compliance. Recorded and edited the sessions, coordinated the speakers, built the agenda and slide deck, and made the promotional emails and graphics, alongside the Section's legal experts. Not a lawyer.
- Talks: The Double Jaw Method™, The Double Jaw Mindset, and Method and Mindset, given to a tech company's team at its retreat, to marketers and agency owners, and to doctors and lawyers.

COMPANY RECOGNITION

- Premium Digital Control & Automation: 2021 DMF Design Award (shot the photos, wrote the write-up and saw the submission through); reached Samsung’s Platinum dealer level in 2020.
- Saved By The Dress: No. 441 on the 2018 Inc. 5000, which placed it in the Inc. 500.

CERTIFICATIONS, EDUCATION AND TOOLS

- Certified Advertising Compliance Specialist, National Association of Advertising Compliance (NAOAC), 2024; NAOAC member. Crack the Code to Conversion Tracking, 2025. ZoomInfo Sales Certification and B2B Marketing on LinkedIn. Full list at linkedin.com/in/blakehickey.
- Associate's degree in Graphic Design, The Art Institute of Fort Lauderdale, 2011.
- Google Ads, Meta ads, CRM, email and SMS automation, call and conversion tracking, landing pages; Adobe Premiere Pro, Illustrator and InDesign (built a 300-page catalog); own camera and lighting kit. Uses AI for research and first drafts, and reviews everything before it goes out.

References and recommendation letters from past managers available on request.