

Gregory Spies

Digital marketing professional with 15+ years of experience sharing compelling online stories for exciting brands looking to grow their audience. Data-driven with strong instincts • analytical mind with a creative streak • left and right brain working in harmony.

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EXPERIENCE

Senior Director, Digital Marketing José Andrés Group

2019 - 2022

- Developed and implemented a comprehensive digital marketing strategy for 30+ restaurants and a celebrity chef.
- Led the creation and execution of online campaigns to increase brand awareness, website traffic, and reservations.
- Increased email open-rates from 18% to 45% and developed over a dozen websites on WordPress, Bentobox and SquareSpace.
- Managed a small marketing team and collaborated with restaurant GMs to translate needs into successful marketing campaigns.
- Analyzed and reported on key performance metrics like website traffic, conversion rates, and ROI, to measure the effectiveness of digital marketing campaigns and inform future strategies.
- Stayed up-to-date with the latest digital marketing trends and technologies, identifying new opportunities for growth and making recommendations for improvement.
- Oversaw the management of digital media budgets and resources, ensuring that all efforts were focused on delivering maximum value to the business.
- Managed the development of digital content, including website, email marketing, social media, and online advertising.

Founder

THE INTERACTIVE DEPT.

2005 - 2019

- Established and successfully operated a digital marketing agency based in Portland, Oregon, serving a diverse client base across multiple industries.
- Worked directly with customers to scope projects, determine budgets, and ultimately sell on-going support and future engagements.
- Successfully developed and implemented comprehensive digital marketing strategies, driving increased brand awareness, website traffic, and lead generation.
- Clients included beverage brands, hotels, financial services, consumer brands, and more - with a focus on web development, email marketing, and social media.
- Project managed 100+ web development projects and tackled front-end development on WordPress, SquareSpace, and Adobe Business Catalyst.
- Analyzed and reported on key performance metrics for clients, tracking progress and making data-driven decisions to improve results.

CLIENTS INCLUDED

Aviation Gin
Chicago Stock Exchange
Combier
Domaine de Canton
Housing Development Center
KinderCare Inc.
Mama's Fish House
Perfect Look Salons
Rush Properties
Stages Indoor Cycling
Terwilliger Plaza
Transition Projects
Wailuku Federal Credit Union
Westin

ENGLISH/JOURNALISM

BACHELOR OF ARTS
University of Delaware
1996-2000

PRACTICAL

- 15+ years of digital marketing
- passion for collaboration
- perpetually curious

TECHNICAL

Google Analytics • SEO • eCommerce
Wordpress • SquareSpace • Salesforce
Adobe Creative Cloud • HTML/JS/CSS