

Neal Bailey

Phone (817)-964-9939 - nbailey@NealBaileyStudios.com

Sales And Marketing Specialist,
Online Ecommerce, Lead
Generation, Photographer

I am a results-driven and highly respected professional with a strong background in Internet Marketing, sales, Lead Generation, and Photography. My primary areas of expertise are in business development by using my Internet Marketing and Creative Design skill set. This includes crafting specialty Marketing Campaigns and Strategies, Online Sales, as well as executing creative product designs and materials. As an independent consultant and business owner in Marketing and Photography, I have developed a strong sales sense to be able to bring in new clients and business for continued growth.

With over 15 years of experience in Internet Marketing and Creative Design, I have a proven ability to develop and execute sales-focused brand strategy campaigns. My expertise extends to B2B & B2C relationships where I have helped several local businesses in the area, with their Online Sales, Marketing and Product Design Strategies, while leveraging various online creative resources to drive revenue and growth.

I know my experience and knowledge of Marketing, Sales, Design and Customer Service would be a great fit for a marketing or sales position.

Thank You, I look forward to discussing more about what I can offer.

Professional Experience:

Sr. Manager of Technical Service Support, Internet Marketing Manager and IT Services

Digital Print Inc - Cresson, TX (Contracted & Employed 05/2017 – 10/2023)

- **Sr. Service Department Manager:** Managed a team of phone and off-site service technicians. Used Support ticketing systems & customer service software to manage productivity, tracked helpdesk calls, and managed off site service jobs.
- **Project Manager:** Created a standardized workflow for the company to better service customers and improve internal communications. Organized scheduling for offsite service jobs between technicians and customers.
- **Digital Marketing:** Managed all digital marketing efforts, developed websites, and generated leads for the sales team.
- **Google Ads Manager:** Managed Google Ad campaigns, optimized keywords and used various campaigns to generate leads.
- **Social Media Specialist:** Managed all social media accounts, from Facebook, Twitter, Instagram, etc.
- **Creative Design:** Design various logos and creative artwork for Print, Web, and Social Media.
- **Marketing Photography / Videos:** Shot and edited photos and videos for use on website and social media.

Sr. Manager of Digital Marketing, Branding, Social Media, and Strategist

USHEALTH Group and USHEALTH Advisors - Fort Worth, TX (Employed 3/2015 – 05/2017)

- **Team Leadership/Project Manager:** Worked as a core team member to provide sales agents with primary sales materials, compliant marketing strategies to increase agent leads and prioritize company trust in the Health Insurance market.
- **Internet Marketing:** Managed on-line advertising including Google AdWords, Facebook Marketing, and Bing Ad Center.
- **Lead Generation:** Managed various Lead generation solutions utilizing all social media, email marketing and PPC campaigns.
- **Google/Meta PPC Ad Manager:** Managed Google and Meta Ad campaigns with a budget of \$40+K a month.
- **Social Media Specialist:** Managed all Social Media accounts, from Facebook, Twitter, Instagram, etc. with enormous growth.
- **Creative Design:** Designed various logos and creative artwork for Print, Web, and Social Media.
- **Social Media Marketing Videos:** Developed and collaborated with companies to make creative videos for online marketing.
- **Web Design:** Designed websites and marketing materials for New Brand Identity and Message.

Ecommerce and Brand Marketing Manager

Alex Orthopedic - Grand Prairie, TX (Employed and Contracted 6/2010 to 03/2015)

- **Ecommerce Manager:** Planned and managed product design, box design, marketing and product sales via online ecommerce stores, and social media.
- **Internet Marketer:** Designed and marketed websites, newsletter blasts, and social media accounts.
- **Graphic Designer:** Brochure design, product box design, business cards, print marketing items.
- **Web developer/ Ecommerce:** Designed website and shopping cart, developed 5000 products-based website, and increased sales and brand identity.
- **Photography:** Product photography and creative marketing photography for online stores, marketing materials and social media, and products.

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Current Work and Position: aka Side Job

NealBaileyStudios.com - Fort Worth, Texas (2005-Present) Owner

Neal Bailey Studios, is a company I started years ago, using my photography and marketing skills and working with small to medium sized companies I helping to develop their Brand, Sales, and Product lines. As an independent, motivated entrepreneur, I taught myself the skills needed to perform just about any task. It is rewarding to consult with small businesses and contribute to their growth. The skills my clients benefit from include Photograph, Video Production, Marketing/Online Marketing, Graphic Design, Web Design, SEO/SEM, Social Media and Marketing Strategist/Analyst.

Website and Portfolios: <https://nealbaileystudios.com/>

Notable Life Achievements:

BXR Motors - Fort Worth, Texas (May 2012-2021) Founder

BXR Motors, is an automotive performance company I started in 2012. As a passionate car enthusiast, I wanted to utilize my creative and business skills to challenge myself with, what seemed to me like, the ultimate task. I set out to design and develop my own Supercar called the Bailey Blade XTR. After a year of CAD design and expensive development, I put together a strong business plan and proforma to submit to investors. I acquired an investor in 2013 and set off to build a completely unique car for the world to see. In five months, I completed the car and presented it in Las Vegas during the 2013 SEMA show in front of 75 thousand people. I learned a great deal through the experience that has helped me be a better businessman and stronger marketer, since I self-promoted the entire project. The car can be seen all over the internet/media and is in a number one video game. Truly, it is one of my biggest achievements.

Additional specialty skills and continued mastery

- Portrait photography
- Product Photography
- Real Estate Photography & Video Walk Throughs
- 360 \ 3D Photography using the Insta360R
- ADOBE Creative Suite CC 2022
- Marketing Strategies & Campaigns
- Product Positioning & Branding
- Web & Print Content Development
- Internet Marketing and Social Media Specialist
- Drone Pilot, Using the Mavic Pro Drone
- Product Development and Marketing
- Analytics and Reporting Specialist
- Microsoft Excel
- Microsoft Power Point
- Microsoft Word
- SQL Reporting and Database
- IT Services / Computer Hardware

Professional References:

Bryan Bell : President of Digital Print Inc:

Phone: 817-512-3151

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Bill Shelton : Sr. Vice President at USHEALTH Advisors

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