

## WOODY STOUDEMIRE

Marketing Ghost / Virtual Marketing Director

**OBJECTIVE** As an experienced marketing consultant, I will serve as your marketing visionary on an “as-needed” basis. This relationship will enable you to realize better customer retention, new prospects, more sales conversions and profitability.

**PROFESSIONAL SUMMARY**

- 22 years of marketing and C-level management advisory experience
- Successful track record in both Business to Business (B2B) and Business to Consumer (B2C) marketing, including development and implementation of plans and strategies that led to desired strategic outcomes
- Excellent communicator, easy to work with and a trustworthy advisor
- Proven experience exploring options and targeting opportunities to reach business goals

**EDUCATION**

- BS Communications, 1988, Appalachian State University
- 22 years as a self-employed marketing expert

**SKILL SET**

- Critical thinker who analyzes hypothetical situations and abstract concepts to derive valuable insights
- Experienced in forecasting long-range outcomes and development of creative business strategies to meet goals
- Comfortable scoping and planning marketing, coordinating available resources, establishing consensus and buy-in by fostering relationships
- Accustomed to fast-paced, dynamic business environments and simultaneous management of multiple time-critical projects
- Proficient with strategic and business marketing analytic frameworks, market research, and competitive intelligence
- Detailed process and documentation for tracking and reporting on marketing initiatives
- Works collaboratively in a team environment
- Skilled in business development, including product development and creation of go-to-market strategies
- Proactive problem-solving leadership



# MarketingGhost.com

Providing Strategic Marketing Expertise Since 1989

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### EXPERIENCE

#### 1989 - Present

Owner/Manager/Creative Director at Gotham, LLC ([www.GothamStrategic.com](http://www.GothamStrategic.com))

*In over two decades I have created and deployed successful strategic marketing plans and initiatives for business to business and business to consumer accounts in the United States, Russia, Sweden, France, Austria, and Germany.*

#### 2002 - Present

Owner/Creative Director at Medical Marketing ([www.MedicalMarketing.ws](http://www.MedicalMarketing.ws))

*Gotham has always had a strong presence in the medical marketing field. During the recession of 2000-2003, I devised a vertical strategy for the underserved private medical practice market. Since that time, Medical Marketing has worked with a variety of private practices in the Southeast to build and retain their patient bases through dynamic and innovative marketing campaigns.*

#### 2008 - Present

Owner of X-Factor Web Marketing ([www.X-FactorMarketing.com](http://www.X-FactorMarketing.com))

*In 2008, I created X-Factor Web Marketing as an innovative avenue for clients to capture greater Internet market share. X-Factor's innovative platform fuses public relations with social media and web optimization to attract pre-qualified clientele to a company's website.*

### AWARDS & RECOGNITIONS

Eagle Scout

Former Vestry Member and Warden at St. Alban's Episcopal Church, Hickory, NC

Numerous ADDY and Business Marketing Awards for Creative Excellence

Twice nominated for Business Person of the Year in Catawba County, NC