



Digital Strategy Leader / Growth Expert, 20+ years leveraging the internet to create and grow revenue in the digital age. Experienced operator, problem solver and forward thinker, a specialist in digital goods + services with vast expertise to develop, manage, optimize and grow digital properties. Both teacher & student of product strategy, marketing, e-commerce and infrastructure. A force for innovation, adept in all major aspects of digital, backed by a strong record of driving positive business outcomes.

## :: CORE COMPETENCIES

- Growth Hacking
- Revenue Creation
- Demand Generation
- Product Elevation
- Digital Transformation
- E-Commerce / E-Business
- Startup Development
- New Markets + Launches
- Predictive AI / Data Science

## :: PROFESSIONAL EXPERIENCE

### SVP Digital Ventures

### AlienLab.io Studios

2021 to Present

Find opportunities for startups and deliver them to market, drive revenue growth

- Lead Digital Ventures business unit, made up of 3 x 5-15 person teams who build & grow startups
- Responsible for guidance, oversight and the execution of digital strategy across portfolio
- Identify startup opportunities, field pitches, business plans, partnership agreements
- Formulate new ideas, direct R&D experiments, develop / execute go-to-market strategies
- Oversee roadmaps, brand positioning, product market fit, KPIs, success metrics
- Implement operational excellencies/efficiencies
- Optimize workflow / budgets / scale resources
- Strategically unlock technology and unleash teams to deliver big wins.
- Effectively communicate strategy across the organization, to vendors / partners

### Director of Product Usage

### Dodge Construction Network

2015 to 2021

Directed demand generation via product, marketing, support and leadership teams

- Led Product & Performance Marketing Teams for TheBlueBook Network, acquired by Dodge
- Set corporate Marketing strategy and oversaw all initiatives-Paid Media, Social, SEO, etc.
- Directed Product Marketing strategy
- Product testing, positioning, messaging & branding
- Directed UI/UX improvements to optimize user engagement and product usage
- Provided company-wide Marketing leadership, facilitated inter-dept communications.

### Head of Search Marketing

### Digital Commerce Agency

2009 to 2013

Led search marketing strategy and oversaw client implementation for agency

- Optimized cost performance for all Search Marketing programs and projects
- Developed internal tools, methodologies, and processes to improve workflows
- Developed, and oversaw implementation of client search marketing strategies for SEO and SEM
- Fostered relationships with agency clients, representatives and vendors

## :: EDUCATION

**Marketing & E-Business**  
**Information Systems**

Towson University  
Fairfield University

2003 to 2005  
2000 to 2003



## :: RECOMENDATIONS



**Richard Johnson** · 1st

Former CEO and Pres. at The Blue Book Building and Construction Network  
May 14, 2022, Richard was senior to Russell but didn't manage Russell directly

Russell has a unique combination of technical and digital marketing skills that enhanced the overall utilization of the Blue Book Network. He led a team that included senior leadership, business analytics and creative to drive usage of the most active network in commercial construction. Russell brought knowledge and passion to the table each and everyday and would be an asset to any company looking to build a smart digital marketing strategy.



**Gary Tiratsuyan** · 1st

Interactive Marketing Manager at Rectangle Health  
May 5, 2022, Gary worked with Russell on the same team

I worked with Russell at The Blue Book Building & Construction Network and on multiple projects outside of the organization. His knowledge and experience not only in SEO/SEM but across all digital marketing channels consistently "Wow'd" us all.

Russell single handedly elevated search and paid search initiatives at the company to heights recognized by the Chief Information Officer, Chief Executive Officer, and of course, peers within the marketing department.

When it comes to strategy, Russell's approach to digital marketing and in particular SEO/SEM was in-line with the latest developments and trends in the industry and he constantly was educating the team on shifts in approach, new testing, and technical capabilities.

When it comes to execution, Russell's speed and precision often caught executives and directors off-guard. He focused on implementing campaigns, reporting, and optimizations at high pace and with the highest level of accuracy. The results spoke for themselves as Russell's work resulted in an overtaking of Page 1 results in Google search for key search terms, and competitor keywords.

Russell's agility deserves it's own praise. He on-boarded a massive CRM/ESP, transitioned data, and rebuilt automated, behavior-based campaigns taking customer/prospect lead-generating, retention driving campaigns with ease. His efforts resulted in massive ROI for the organization. Because of his work, the team abandoned legacy platforms saving time, money, and stress.

Personally, Russell's mentorship jumpstarted my career and I am not the only one. His ability to lead and guide a team has helped several colleagues take on more work, in new positions with confidence.



**Wayne Watt, Jr.** · 1st

Helping People Since 1979  
February 19, 2009, Wayne was Russell's client

Russell was a pleasure to work with during the Onward Search/dComm interview and hiring process. He is a powerhouse in the SEO space which is exactly the kind of talent Onward Search and I would like to provide to our clients. dComm will only benefit from Russell coming onboard. Onward Search and I would like to wish him all the luck. We know he will knock it out of the park.

## :: EARLY EXPERIENCE (2000—2008)

- Built & operated a successful digital agency and IT services company ([webrulon.com](https://webrulon.com))
- Digital strategy consultant, oversaw development process for over 100+ digital experiences
- Developed the once popular, MySpace web browser software ([SocialBrowsr.com](https://SocialBrowsr.com))
- Co-Founded network of 22 US college-based, early-era social networking sites ([ULifeNetwork.com](https://ULifeNetwork.com))

INTERESTED? My story continues online @ [RussellWinslow.com](https://RussellWinslow.com)