

## Marketing Coordination & Project Management at a High Level

Darien West brings a track record of leading complex marketing initiatives from concept to execution—with precision, creativity, and an eye on the bottom line. As the driving force behind high-performing campaigns at Teachers of Tomorrow, WSI Expert Marketing, and beyond, Darien has successfully overseen the planning, production, and delivery of digital content and branded assets across a range of platforms and industries.

With deep experience in email marketing, automation, landing page optimization, and full-funnel campaign development, Darien's approach blends strategic thinking with creative execution. He has launched more than 20 targeted campaigns that generated over \$100,000 in revenue, while reducing unsubscribe rates and enhancing customer journey performance through smart segmentation and behavior-based automation. Whether managing newsletter workflows, building opt-in experiences, or crafting integrated campaign assets, Darien ensures every piece aligns with brand voice, goals, and audience needs.

As a project manager, Darien's toolkit includes platforms like Basecamp, Monday.com, Salesforce, and HubSpot. He is known for clear communication, seamless coordination of cross-functional teams, and an ability to move projects forward—on time, on budget, and with measurable impact. At WSI, he managed marketing operations for four companies simultaneously, bringing in over \$240K in campaign-driven revenue through collaboration with SEO, ad, and development teams.

From livestream event logistics to SEO strategies and social media campaigns, Darien brings a uniquely agile mindset to every marketing challenge. His experience producing branded multimedia—from video ads to press kits—means he can own both the creative and operational sides of a project.

Red Bird Branding was built on this foundation: marketing that's both visionary and executable. And Darien West delivers both.

## Key Achievements Recap

- Led over 20 full-funnel campaigns generating more than \$100K in revenue at Teachers of Tomorrow.
- Improved email engagement and cut unsubscribe rates by 26% through targeted segmentation strategies.
- Won the company Innovation Award for designing a user-focused intern portal that improved customer experience.
- Managed operations for four brands at WSI, delivering \$240K+ in campaign-attributed revenue.
- Produced 50+ internal and external newsletter editions to support engagement and brand alignment.

- Doubled social media engagement in 90 days through consistent content and cross-platform strategy.
- Reduced bounce rates and improved SEO performance through strategic landing page design (scores over 80).
- Directed livestream and video marketing projects that boosted campaign visibility and conversions.
- Utilized tools like Monday.com, Basecamp, and HubSpot to manage and launch cross-team campaigns on time.
- Developed a creative production calendar that increased marketing team output by 30% year-over-year.
- Spearheaded a brand refresh initiative that unified visual identity across email, social, and web, resulting in a 22% increase in brand recall metrics.
- Launched a multi-step onboarding email series that boosted new user activation rates by 35% within the first month.