

Roger Coryell

Digital Marketer

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Award-winning destination marketer and digital marketing strategist with expertise in online publishing and advertising, branding, content marketing, analytics, social media and broadcasting.

EXPERIENCE

Visit Tri-Valley

August 2014 - Present (2 years)

Digital Marketing Manager

Leader of digital marketing for regional destination marketing organization. Designed and personally built SEO-friendly new responsive website in 2015, doubled web traffic year-over-year. Hands-on manager of social media channels. Manager of media buying, including digital and broadcast. Built successful email marketing programs for consumers and stakeholders. Implemented Zoho CRM to manage stakeholder communication and sales leads.

BrandHound Marketing

September 1996 - Present (19 years 11 months)

Managing Partner

Storytelling; brand strategy; digital marketing; SEO; email marketing; social media; tourism and destination marketing; ad buying and campaign management, tracking and operations; web development; design and production for multiple platforms including web, mobile and print. Recent projects include design, build and launch of new website for Visit Mendocino County in less than a month (previous site failed), and recent build and launch of VisitCalistoga.com. Our current clients include Visit Mendocino County, Visit Calistoga, St. Helena Chamber of Commerce, Pier 39, Visit Tri-Valley, Livermore Shakespeare, Baechtel Creek Inn, Brannan Cottage Inn, River View Garden Inn, Intel, GutsyTraveler.com.

DogTrekker

October 2013 - Present (2 years 10 months)

Vice President / Operations

DogTrekker works with destinations and visitor-serving businesses to promote dog-friendly travel. The authoritative web, mobile, and email guide to dog-friendly lodging, activities, and services in the western U.S. Managed design and build of DogTrekker mobile app in 2015, and ongoing development. Tripled web traffic from 2013 to 2016. Increased Facebook likes 1000% in one year. Instrumental in winning several categories in

2014,15,16 BayWoof Magazine "Beast of the Bay" awards. Instrumental in obtaining national sponsorship by major pet food producer. Created successful "GoCalifornia" dog photo contest.

Visit Napa Valley

Director, Digital Marketing

*February 2012 -
September 2013 (1 year 8
months)*

Online destination marketing strategy and execution. Crafted a successful digital business strategy, defined by innovation, to drive economic development by creating higher occupancy and revenue for lodging properties. Applied technological innovation to enhance business retention and expansion. • Managed development of all-new Visit Napa Valley mobile app in 2013 from RFP to launch • Doubled consumer email marketing contacts from 2012-2013. • Managed design and build of new website, doubled web traffic over one year • Planned and executed all digital marketing and advertising campaigns for seasonal tourism initiatives and events, using retargeting, lookalike targeting, real time bidding. Developed social media presence for destination.

Innovative Radio Solutions

Senior Director, Digital Strategy, Marketing and Operations

*January 2004 - February
2012 (8 years 2 months)*

Crafted digital strategy for this tourism-focused cross-media startup originally launched by Disney, Bonneville International Corp. and Inner City Broadcasting. Managed and executed successful cross-platform digital campaigns for several Northern California travel destinations including Shasta/Redding, Yosemite/Mariposa, Mendocino County, Sonoma County, Cannery Row, Monterey, Gold Country. Also managed record-breaking statewide campaigns for Flex Your Power.2 In 2005-11 Created several HSMIAI Adrian-award winning online programs for destinations including Sonoma County and Yosemite/Mariposa.

KGO/KSFO Radio - The Walt Disney Company

Director, Digital Media and Online Marketing

*April 2007 - September
2010 (3 years 6 months)*

Director of content, sales and marketing at ABC Radio's San Francisco digital properties including KGO and KSFO • Increased digital revenue 800 percent between 2007 and 2010. • 200 percent increase in web traffic for KGO/KSFO between 2007 and 2010. • In four years, built KGORadio.com into the most visited radio station website in San Francisco. • Drove revenue growth by developing compelling cross-media programs to help advertisers interact with radio listeners online. • Developed comprehensive sales training to introduce traditional radio sellers to digital. • Leader of streaming, social media, mobile marketing, podcasting, blogs, online video

and email marketing initiatives. Developed digital content and revenue strategies. Managed operations, budget, business development, training, and traffic. Recruited and led digital content staff. Recruited and led social media marketing team.

KOIT/KDFC/95.7 Radio

January 2000 - February

Director, Strategic Marketing

2007 (7 years 2 months)

Senior marketing executive for Bonneville International Corp. California broadcast properties including KOIT and KDFC radio and associated online properties. Built Bonneville's San Francisco and California digital efforts. • Doubled digital revenue each year in 2005-2007 • Increased web traffic for KOIT.com and KDFC.com by 400 percent between 2005 and 2007. • Leader of Bonneville's national strategic team for digital initiatives. • Consistently exceeded digital revenue goals for seven consecutive years. • Developed comprehensive sales training to introduce traditional radio sellers to digital. Air talent, "The Drive", 2 years.

KKSF/KDFC Radio

July 1990 - December

Director of Digital Marketing, Assistant Program Director, Morning Talent

1999 (9 years 6 months)

Leader of digital initiatives San Francisco radio cluster including top-rated Smooth Jazz KKSF. • Created the first radio station web site, KKSF.com, and led digital team for multi-station radio cluster. Sold the radio industry's first online ads. • Launched the radio industry's first email database marketing program.3 • Directed day-to-day programming operations, music selection, research, marketing, events, and talent- coaching. • Hosted highly rated daily morning drive radio show in San Francisco market for 9 years. • Event marketing - produced several successful "KKDF Listener Party" concert events. • Cause marketing - raised almost a million dollars for SF AIDS Foundation with the KKSF Sampler for AIDS Relief CD series.

Broadcast.com

January 1993 - January

Founder

1996 (3 years 1 month)

Innovator and pioneer with this seminal streaming media startup. Provider of stream hosting, consulting and content to major media companies. In 1996 the intellectual property of Broadcast.com was sold to AudioNet and later merged into Yahoo.

The Laredo Group

2007 - 2007

"Intelligent Selling of Interactive Advertising" Levels 1,2,3,

Center for Sales Strategy

2005 - 2006

EDUCATION

Certificate, Digital Advertising Sales,

Activities and Societies: Advanced digital sales management

The Voice Factory (Taylor Korobow)

1999 - 2000

Voice Acting Training graduate, Voice Acting,

Activities and Societies: Voice acting

El Dorado College, San Diego

1978 - 1979

Bachelor's degree, Marketing,

San Diego State University- California State University

1977 - 1978

Broadcasting,

Activities and Societies: Operations Manager, KCR Radio

Fresno City College

1976 - 1977

Communication, Journalism, and
Related Programs,

Activities and Societies: Newspaper, tutoring, mentoring
Interests
Online radio, streaming media, dogs, roses, garlic, cabernet sauvignon, Maine, Vermont, Mendocino, hiking, barbecue, bluegrass, honky-tonk and twang, wine, cooking, gardening, volunteerism.⁷

SKILLS

Digital Media, Digital Marketing, Online Marketing, Digital Strategy, Email Marketing, Radio, User Experience, Online Advertising, SEO, Broadcast, Social Media, Copywriting, Social Media Marketing, Radio Broadcasting, Blogging, Project Management, Marketing Strategy, Web Design, Wordpress, Content Strategy, Writing, Marketing Communications, Salesforce.com, Strategic Planning, Google Analytics, HTML, Radio Programming, Illustrator, Web Production, Photoshop, Audio Editing, SEM, Streaming media, Storytelling, PHP, 6 Wordpress, Drupal, Destination marketing, Linux, Doubleclick for Advertisers, MySQL, Final Cut Pro, Exact Target, Video Editing, Media Buying, Doubleclick for Publishers, Ad Ops, Brand Identity, Advertising, New Media, Marketing

VOLUNTEERING

KGGV FM, Guerneville

August 2015 - Present

Community Radio

Station manager for Russian River Region community radio station



Bay Area Advertising Relief Committee

2007-2015

Professional Safety Net for Ad and Marketing Industry

Board member of advertising industry group that helps ad and marketing professionals through tough times, providing assistance and mentoring.