

# VINCE BATES

RÉSUMÉ AS OF:  
JUNE 2018





# WHAT'S INSIDE

ABOUT VINCE | SKILLS AND EXPERIENCE | AWARDS AND CASE STUDIES

# ABOUT VINCE

WHO IS THIS GUY!?



A smiling man in a suit is the central focus of the image, positioned in the foreground. He is looking directly at the camera. The background is a blurred professional event with other people and tables. The text is overlaid on this image.

# PROFESSIONALLY...

I'm an award-winning **social media and digital marketing** professional with **more than seven years** of experience working with **B2B and B2C** companies in the **United States, EMEA, and APAC**. I've successfully launched new brands, products/services, and market categories. I've helped companies in their efforts to build communities, engage target audiences, increase brand/product awareness, and (in some cases) refresh audience perceptions. I've supported growth marketers and sales teams by efficiently capturing new qualified leads and driving sales/donation conversions.

# PERSONALLY...

I'm an **insatiable foodie** who's always on the hunt for the next great culinary experience from restaurants, hawker centers, street food vendors, and my own kitchen. Over the past two years, I've married my passions for food and social media to build a sizable and active Instagram community through which audience members can discover new places and find cooking inspiration. I'm an **avid traveler** with a deep love for East and Southeast Asia. I'm a **life-long learner** seeking opportunities to connect with new people, grow my understanding of different cultures, and expand my knowledge of random facts that will one day come in handy when I'm on Jeopardy.



# SKILLS AND EXPERIENCE

WHAT I'M BRINGING TO YOU



# PROFESSIONAL SKILLS

**People Management** Executive Thought Leadership Platform Project Management

Crisis Communications **Social Listening** **Social Media Strategy**

Email Marketing **Creative Campaign Strategy**

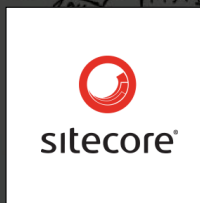
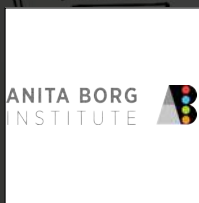
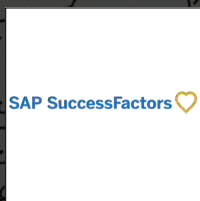
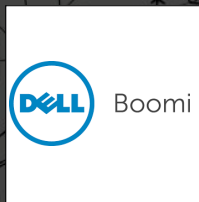
Brand and Messaging Strategy Influencer Marketing **Audience Research**

**Demand and Lead Generation** Search Engine Optimization Creative Direction

CRM Management Content Marketing Search and Display Advertising Media Relations

**Social Media Advertising** Budget Management

# A FEW BRANDS I'VE WORKED WITH





# EMPLOYMENT HISTORY



**Position:** Marketing Specialist  
**Location:** Shanghai, P.R. China  
**Duration:** 5/2011 - 3/2013



**Position:** Digital Marketing Lead  
**Location:** Shanghai, P.R. China  
**Duration:** 3/2013 - 9/2013



**Position:** Senior Marketing Associate  
**Location:** San Francisco, CA  
**Duration:** 5/2014 - 3/2015

**Position:** Digital Marketing Manager  
**Location:** San Francisco, CA  
**Duration:** 3/2015 - 7/2016



**Position:** Digital Marketing Director  
**Location:** San Francisco, CA  
**Duration:** 7/2016 - 7/2017



**Position:** Digital Marketing Director  
**Location:** San Francisco, CA  
**Duration:** 7/2017 - Present

# HOTWIRE

- Leads the planning and execution of social media, content marketing, and digital marketing programs for United Rentals, the Michael J. Fox Foundation, and CSIRO (Australia's premier national research organization)
- Concepts and directs the development of campaign assets such as eBooks, SlideShares, white papers, videos, infographics, interactive content, microsites, and microcontent
- Develops and manages paid social and digital awareness, engagement, and conversion driving campaigns with advertising budgets exceeding \$20K a month
- Serves the agency as an integrated campaign strategist, working across teams to develop ongoing and point-in-time brand and product marketing campaigns for prospect and existing clients





# LEWIS PULSE

- Oversaw the planning and execution of strategic initiatives to advance brand and product marketing efforts for multiple business units within VMware, Infosys, AlienVault, Intermedia, and SAP SuccessFactors
- Partnered with VMware's global demand generation team to strategize and execute on quarterly advertising campaigns, with budgets exceeding \$100K per month, to secure new marketing qualified leads and nurture high-value sales prospects via Account Based Marketing
- Co-created a real-time social listening methodology to identify and segment professional/consumer audiences, tap into trending social conversations to extract relevant insights, and rapidly utilize insights to inform paid and organic marketing/communications efforts
- Managed and contributed to the professional development of a team of four high-performing digital marketers



# EASTWICK

- Founding member of Eastwick's Digital Brand Lab team: collaborated with team members working in content marketing, creative services, insights and analytics, and marketing to develop a new practice for the agency
- Identified key market and audience insights from social listening to craft integrated marketing campaigns
- Planned and executed data-driven organic and paid campaigns across multiple channels including (but not limited to): Facebook, Twitter, Instagram, LinkedIn, Flipboard, Outbrain, Google Search and Display, Mashable, and YouTube
- Managed the professional development of three direct reports and led client relations across several accounts
- Identified, vetted, and managed vendor relationships





# EDELMAN DIGITAL

- Digital and integrated marketing campaign strategy lead servicing multiple Western, Fortune 500 companies in the Asian Pacific Market, including eBay Style 秀, Hilton Worldwide, Hewlett-Packard, and Starbucks
- Planned and managed awareness, engagement, and conversion driving campaigns leveraging regional social media (e.g. Weibo, RenRen, and Weixin), digital advertising (e.g. Tudou and Baidu), influencer marketing, and in-person events
- Directed the creation of digital assets including social videos, campaign microsites, and social microcontent
- Contributed to the research planning for Edelman's multi-national qualitative research video production: "Words of a Generation"
- Streamlined internal team working processes to increase project planning efficiency, ensure higher levels of quality control, and speed time to delivery



# INTIMINA & FOREO

- Worked with Intimina's global brand manager and country marketing teams across the United States, EMEA, and APAC to launch the brand, increase brand awareness, engage consumer audiences, build relationships with health and feminine wellness influencers, and drive digital sales
- Designed and administered consumer testing across regions to inform new product development and secure user testimonials
- Directed staff copywriters and designers during the production and optimization of website content, packaging, marketing collateral, and sales training materials
- Contributed to the setting of the brand's content marketing strategy and ongoing editorial calendar
- Collaborated with the company's founder and global brand team to identify FOREO's market positioning and brand messaging



INTIMINA

FOREO



# EDUCATION HISTORY



**Degree:** Bachelor of Arts  
**Concentration:** Psychology  
**Location:** Boca Raton, FL  
**Year:** 2008



**Degree:** Master of Arts  
**Concentration:** Psychology  
**Location:** Boca Raton, FL  
**Year:** 2010

**Note:** I published multiple quantitative research studies during graduate school. References are available upon request.



# AWARDS AND CASE STUDIES

A FEW THINGS I'M THE MOST PROUD OF



# AWARDS

## 2015

- **The Holmes Report IN2 SABRE**
  - *Category:* New to Market - Company Launch or Rebrand
  - *Campaign:* Eastwick Takes an Integrated Campaign Approach to Launch PEQ
  - *Result:* Winner
- **The Hub Comms' Hubbies**
  - *Category:* Best Use of Branded Content
  - *Campaign:* #NW2W Flipboard
  - *Result:* Finalist, Honorable Mention
- **PR News' Digital PR Award**
  - *Category:* Digital Marketing Campaign
  - *Campaign:* #NW2W Flipboard
  - *Result:* Finalist, Honorable Mention
- **PR News' Social Media Icon Awards**
  - *Category:* Best New Brand Launch
  - *Campaign:* Eastwick Takes an Integrated Campaign Approach to Launch PEQ
  - *Result:* Finalist, Honorable Mention

## 2016

- **The Holmes Report IN2 SABRE**
  - *Category:* Best Use of Facebook
  - *Campaign:* #ModernIT
  - *Result:* Finalist, Honorable Mention
- **PR News' Social Media Awards**
  - *Category:* Facebook Marketing Campaign
  - *Campaign:* #ModernIT
  - *Result:* Finalist, Honorable Mention
- **PR News' Agency Elite Awards**
  - *Category:* Branding
  - *Campaign:* Meet Swivelfly
  - *Result:* Winner
- **Bulldog Reporter's 2016 Digital/Social PR Awards**
  - *Category:* Best Use of Digital in a B2B Technology Campaign
  - *Campaign:* VMware's Annual Conference, VMworld
  - *Result:* Winner

# FUNDING THE CURE FOR PARKINSON'S

## The Situation

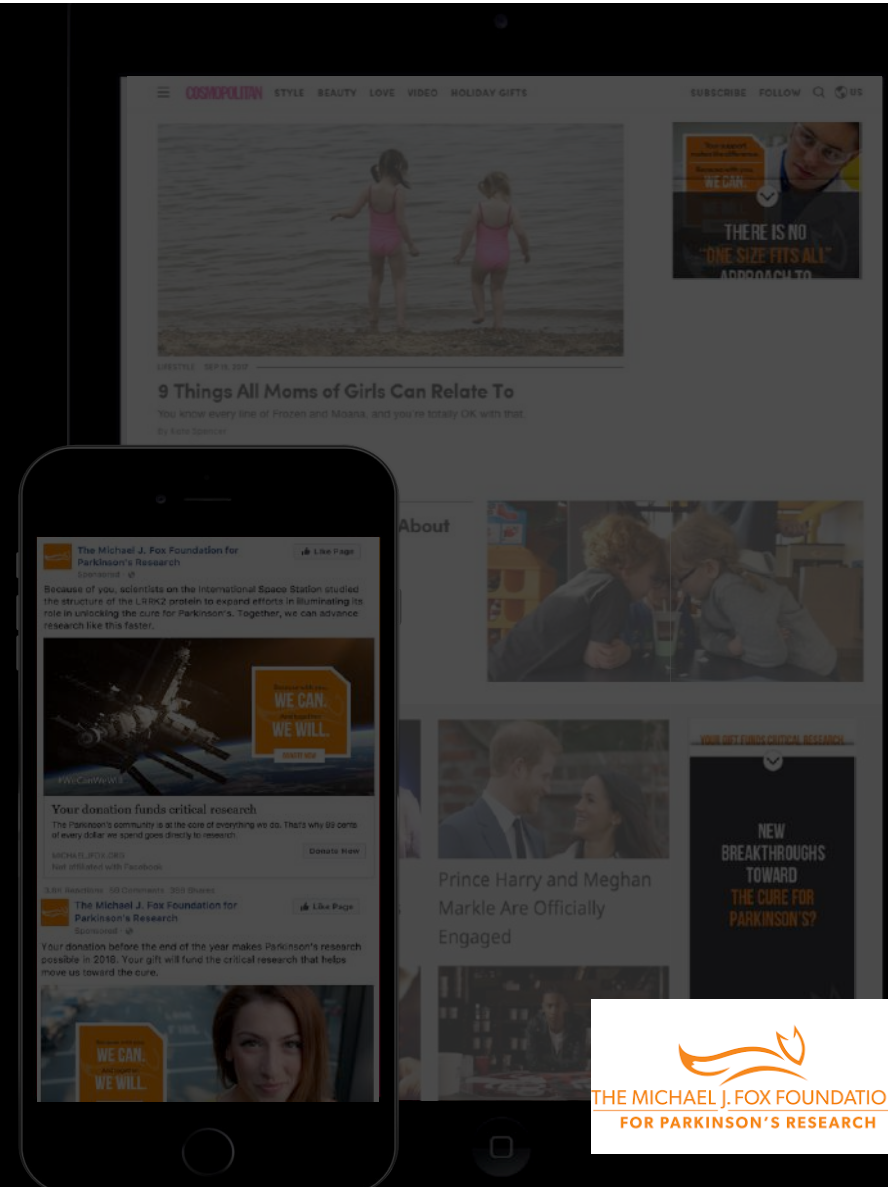
December has traditionally been the Michael J. Fox Foundation's most successful month for raising donations. With aggressive overall growth goals for 2017 and an aim to increase the effectiveness of their digital channels, the Foundation reached out to Hotwire's Digital Brand Lab (DBL) to amplify their digital donation driving efforts beyond the anticipated 15% growth goals.

## Our Solution

Following careful audience and market research, the DBL crafted an end-of-year giving campaign to engage audiences around the message of: "With you, we can. Together, we will." The team leveraged account-based marketing to reach new, non-donor marketing qualified leads and previous donors with high-net-worth via a 360 degree digital marketing campaign served through email, social advertising, organic social promotion, and search and display. Overall, digital campaign efforts were successful in exceeding monthly revenue projections with a lower campaign spend per dollar raised.

## Our Results

- Increased digital donation revenue by over 78%
- Increased efficiency by decreasing the cost per dollar raised to under \$0.25
- Secured a 320% return on investment



# SECURING NEW LEADS FOR VMWARE

## **The Situation**

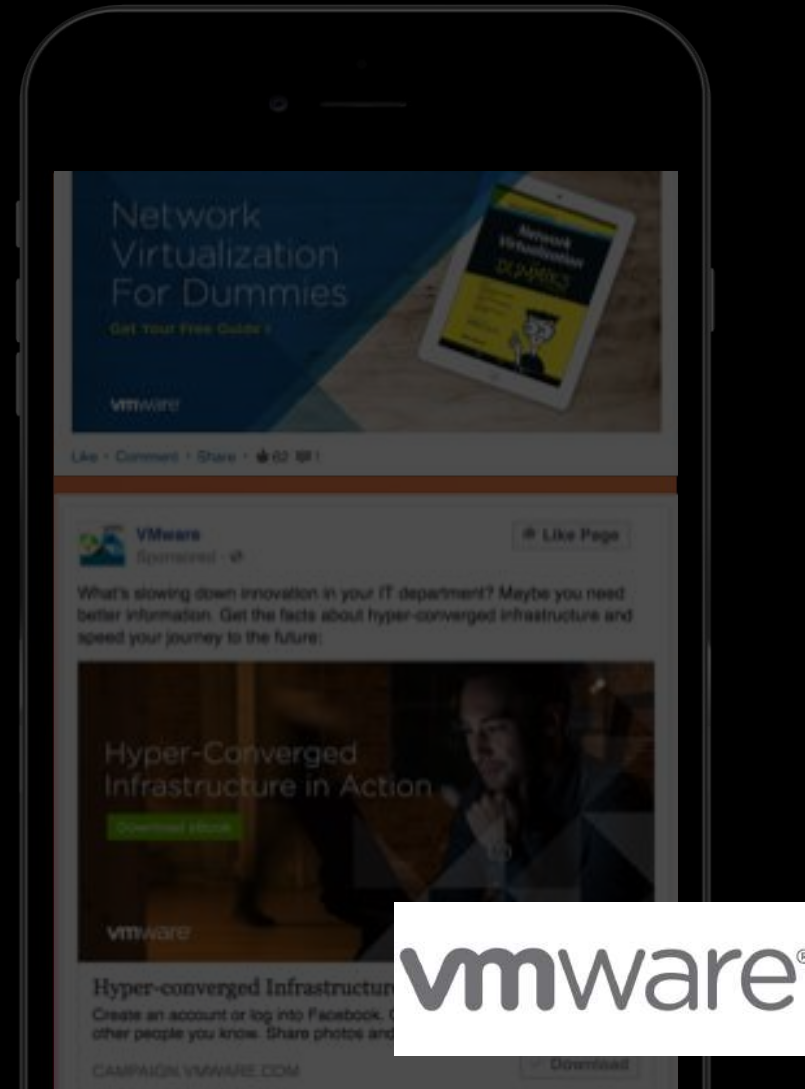
LEWIS Pulse was tasked with planning, launching, and managing social demand and lead generation campaigns for VMware's NSX, vSAN, VSOM, vRealize, and vCloud Air solution groups, in order to reach distinct buyer audiences with tailored messaging and drive traffic to gated assets to collect short form responses.

## **Our Solution**

We leveraged advanced targeting tactics on Twitter, LinkedIn, and Facebook to serve social ads to high-value audience members via account-based targeting using (1) business unit propensity lists and (2) email retargeting. Additionally, we layered on job title, professional skill, and interest targeting parameters identified through in-depth social listening research to further expand our audience sets.

## **Our Results**

- Q4 results exceeded 3,500 responses with an average CPR of \$83.37 (below corporate benchmark)
- Of those responses, we generated over 400 responses with an average CPR of \$6.93
- Responses yielded over \$150,000 in sourced opportunities





# THE NEW WAY TO WORK DIGITAL MAGAZINE

## **The Situation**

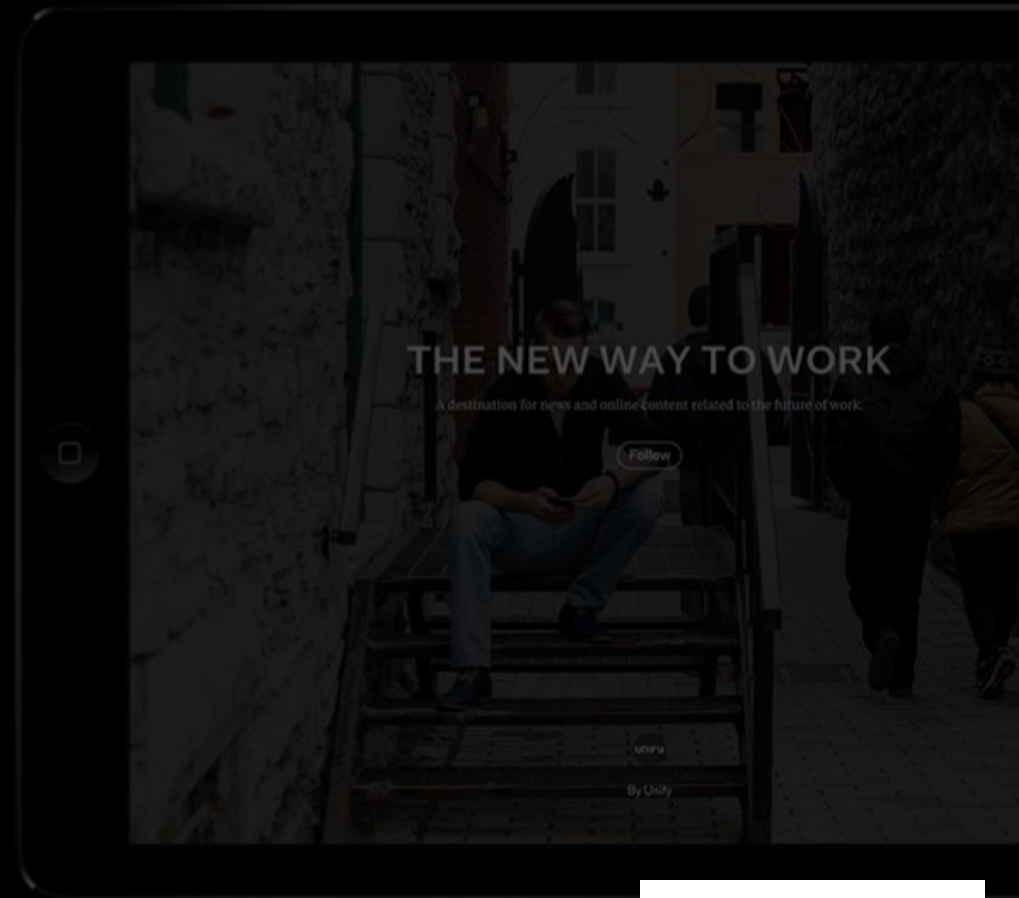
Unify's CEO, Dean Douglas, announced that 2014 would be the year of the New Way to Work (NW2W). Since then, Unify has established themselves as a leader in the future of work conversation. However, with larger players (e.g. IBM) entering the conversation, Unify began losing its hold on the topic.

## **Our Solution**

After careful research on the target audience's digital habits, we chose a relatively non-traditional marketing channel, Flipboard, to move beyond traditional advertising methods. We established a branded digital magazine - curating the top NW2W content from around the web, while implementing an aggressive ad spend to drive traffic to their Circuit trail signup page.

## **Our Results**

- Top paid traffic driver for new Circuit trials
- +23K active readers and +30,500 views
- +2,512 subscribers with a 11.5% subscribe rate
- 32% repeat visitors



**UNIFY**  
atos collaboration solutions

# CELEBRATING 25 YEARS IN CHINA

## The Situation

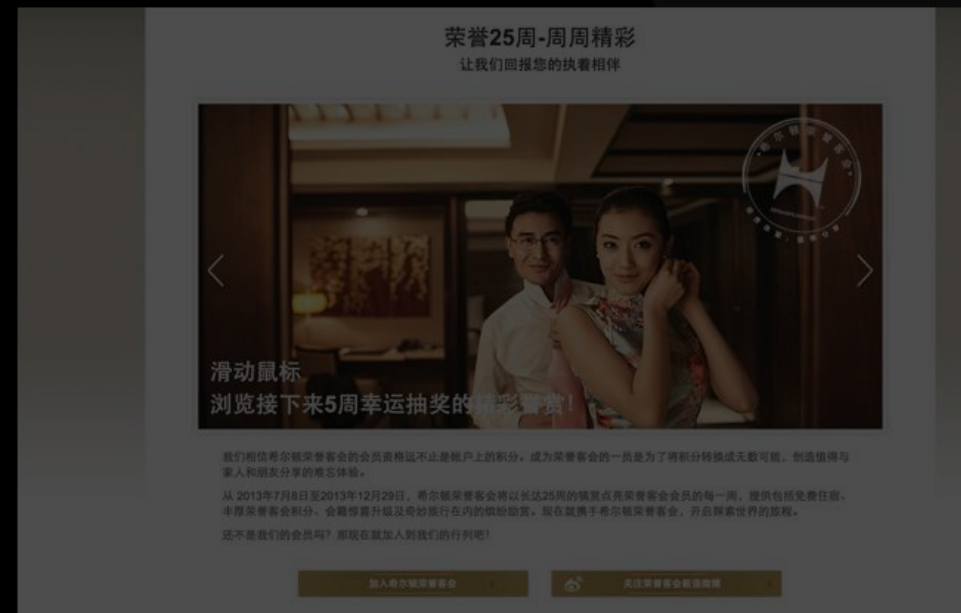
Hilton was the first international hotel brand to enter the Chinese market, and in 2014 they were set to celebrate their 25th anniversary in China. They came to Edelman to help make the occasion one to remember while driving new rewards membership registrations.

## Our Solution

We developed a year-long campaign to highlight 25 years of memories - asking audience members to recount and share the milestones of their lives that they experienced at one of Hilton's properties. We offered 25 weeks of rewards where HHonors members could win the points needed to recreate their most cherished memories. Additionally, we went back to the beginning and shot a promotional video highlighting Kenny, a Hilton employee who was with the brand from the first day they opened the doors of their first property, to tell the Hilton China story through his eyes.

## Our Results

- Anniversary video was viewed more than 1M times on campaign site and Tudou
- Anniversary video and campaign assets were used as centerpieces for gala events in Beijing and Shanghai, in addition to being featured in all rooms and common areas throughout every Hilton property in the country
- Microsite became the primary source for new HHonors signups in China



THANK YOU FOR YOUR  
CONSIDERATION, AND I HOPE TO  
HAVE THE CHANCE TO CONNECT  
WITH YOU SOON!



+1 (954) 655-4579



[Vincent.Bates@Mac.Com](mailto:Vincent.Bates@Mac.Com)



[in/VincentMBates](https://www.linkedin.com/in/VincentMBates)



[@VincentMBates](https://www.instagram.com/VincentMBates)



[@VincentMBates](https://twitter.com/VincentMBates)