

Travis Wools

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CHIEF MARKETING OFFICER – Legal, Financial & Professional Services

Executive Leadership & Decision-Making | Marketing & Branding Strategy | People Leadership & Development

Forward-thinking and strategic-minded executive with proven success guiding marketing, communications, and brand-building initiatives within multibillion-dollar organization. Collaborative leader, motivating team members to deliver double-digit account growth through engagement and empowerment. Talent for aligning multi-channel marketing to deliver optimal ROI within minimal timeframes. Trusted SME and information resource, role model, and mentor.

Areas of Expertise

Strategic Planning | Agency Management | Communications | Multi-channel Marketing | CRM and Data Analytics
Earned Media | Integrated Marketing | Brand Development | Lead Generation | CX and Research | Product Launch
Presentations and Public Speaking | Budget Planning and Management | Digital Marketing | Cross-Functional Leadership

Career Highlights

- Broad professional services marketing expertise, including financial, insurance, automotive, technology, medical
- Skilled in identifying and capitalizing upon trends to gain and sustain competitive positioning
- People-focused with a reputation for mentoring and shaping future organizational leaders
- Demonstrated success working with multibillion-dollar organizations and Fortune 500 businesses

PROFESSIONAL EXPERIENCE

PROTECTIVE LIFE CORP | St. Louis, MO

11/2011-Present

VICE PRESIDENT, MARKETING AND COMMUNICATIONS

Hold marketing and communications leadership role at organization with 14.5M+ customers and \$118B in assets. Indirectly manage ~30 cross-functional team members within matrixed environment. Head 4 business units: professional services, direct-to-consumer, affinity program, . Evaluate marketing analytics to gain new business, increase revenue, build brand awareness, oversee product development, and strengthen retention within B2B and D2C markets. Communicate with trade media, serving as public relations spokesperson. Pitch and ghostwrite articles. Lead strategic development committee. Collaborate in potential global expansion. Serve on acquisition team. Manage budget expenditures.

- Transformed marketing and communications functions into influential and impactful parts of organization.
- Led mentoring of executive and mid-career staff, with 80% of individuals receiving multiple promotions over seven-year timeframe.
- Launched and managed annual product development plan with focus on leveraging market research and competitive analysis.
- Increased brand recall 12% and qualified leads 82% strengthening retention strategies relevant to professional services environments.
- Captured repeated YOY marketing budget savings; gained 12% annual savings for print and digital media spend.
- Achieved 15% landing page traffic and submissions growth; 11% targeted site traffic growth across business lines.
- Realized 200% growth in overall lead generation while reducing acquisition cost 50% through multi-tiered initiatives.
- Partnered with product, distribution, and regulatory leaders to design client acquisition programs.
- Created and integrated formal communications teams for retail division to drive ongoing engagement with staff members, independent distributors, and customers.
- Spearheaded rebranding efforts across all marketing and communication materials, delivering visual refresh within scheduled timeframe and under budget.
- Led product and communications initiatives to deliver new financial and insurance products to e-Life markets.
- Directed traditional and digital marketing agencies and vendors, optimizing ROI within SEO, SEM, email campaigns, print products, and product fulfillment operations.

FRESH IDEAS MARKETING, LLC | St. Louis, MO

07/2010-11/2011

PRINCIPAL | CHIEF MARKETING OFFICER

Consulted with clients in nonprofit, retail, and business services organizations, including franchise owners with 12 locations. Recruited creative agencies to support client initiatives, such as media companies and research firms. Prepared and

evaluated market, media, and competitive analysis reports to support next-step marketing, branding, and sales initiatives. Developed strategic plans to support client short- and long-term goals.

- Strategized with clients to define tactics, resulting in increased sales, broader participation, and customer retention.
- Analyzed trends and recommended targeted marketing plans to capitalize upon evolving technology landscape.
- Delivered training to executive, marketing, sales, and technical staff on digital and social media integration.

TLC VISION CORP, INC | St. Louis, MO

07/2008-06/2010

DIRECTOR OF MARKETING

Led five marketing / creative team members for leader in refractive eyecare category, driving strategy and execution for North American marketing plan. Oversaw direct response marketing, digital/SEM, social media, and email campaign team members, along with project manager and creative specialist. Promoted brand awareness through advertising initiatives and key spokesperson. Managed two creative agencies. Administered marketing budget.

- Capitalized upon influential spokesperson, Tiger Woods, to boost brand awareness and expand marketing reach across multiple communication channels.
- Architected company's first integrated marketing campaigns, leveraging digital, search, and social channels, as well as traditional off-line channels.
- Grew incremental leads 100%+ by initiating multi-channel strategy for integrated marketing mix.
- Developed series of podcasts and webinars utilizing employees and industry experts to drive engagement with target audiences.

GRAYBAR, INC | St. Louis, MO

11/2005-07/2008

SENIOR MARKETING MANAGER

Steered marketing initiatives for multibillion-dollar Fortune 500 corporation with ~350 locations distributing electrical, communication, and industrial products, as well as supply chain management services. Directed cross-functional teams in campaign delivery: Sales, Marketing, Operations, and IT. Held dotted-line responsibility for team managing product catalogs with 100K+ SKUs. Led market research and competitive analysis. Managed creative agency handling traditional brand advertisement, e.g., print brochures, direct mail, and point-of-purchase displays. Developed and oversaw brand standards. Orchestrated strategic marketing communication plans for domestic and Canadian operations; ghostwrote articles for various trade publications.

- Recognized company strategist for marketing communications involving media, loyalty program, and promotions.
- Added annual cash flow of 118% by implementing third-party enterprise web solution; integrated three online properties within one ERP solution.
- Developed digital strategy for brands and SKU sets, bringing increased sales to new and existing customers.
- Designed and executed product launch calendar across 4 divergent industries, driving engagement and product education with target customer segments.

ADDITIONAL EXPERIENCE

Marketing Manager, Enterprise Holdings: Hit 200% ROI by creating integrated, interactive media plan for target audience; managed eCRM program, resulting in 100% increase in subscriber database and 125% increase in response rate.

Lead Marketing Consultant, Web Works, LLC: Developed marketing plan for private start-up company, driving traffic to client websites and other points of sale. Managed clients' budgets and consulted on marketing and eCommerce activity.

AFFILIATIONS

Legal Marketing Association | American Marketing Association | Association of National Advertisers
Direct Marketing Association | Internet Advertising Bureau | Business Marketing Association
Life Insurance Marketing and Research Association | Search Engine Marketing Professionals Organization

VOLUNTEER ROLES

Boys and Girls Clubs of Greater St. Louis | United Way of Greater St. Louis
St. Louis Area Food Bank | FOCUS St. Louis | FOCUS: St. Louis Leadership Program

EDUCATION

Bachelor of Arts, Marketing – Bachelor of Science, Sociology
University of Missouri, Columbia, MO