



**Eric S. Townsend** is a fractional marketing director, multimedia designer, and prolific writer available for remote or hybrid contracts. He has served over 500+ brands including Dow 30, Fortune 100/500, and noted 501c3 orgs. He successfully directed startup Latista Technologies to \$663M acquisition (Oracle, Textura). Honored by The Webbys, *PR Week*, the American Marketing Association, and six others. Townsend scores highly for strategy, creativity, and command (MBTI, DISC, Clifton Strengths). His publishing for Reckless Raven Studios includes *Momenta*: a deep dive into time, living, and expression (2025).

Marketing Skills

STRATEGIC	TACTICAL	CREATIVE
<i>Marketing Audits</i>	<i>Advertising</i>	<i>Art Direction</i>
<i>Strategic Consulting</i>	<i>Email Marketing</i>	<i>Writing + Editing</i>
<i>Data Analysis + Insight</i>	<i>Search Engine Optimization</i>	<i>Logo Design</i>
<i>Competitive Research</i>	<i>Online Presence</i>	<i>Trademarking</i>
<i>Positioning</i>	<i>Team Management</i>	<i>Collateral Systems</i>
<i>Communications</i>	<i>Account Execution</i>	<i>Presentation</i>
<i>Business Development</i>	<i>Channel Partnership</i>	<i>Website Development</i>
<i>Sales Enablement</i>	<i>Outsourcing</i>	<i>Content Management</i>

Multifamily

- Recently wrapped up a multi-month contract in marketing communications for DYVERSE (2025) to unify messaging for KYZEN (v4), their insight engine for multifamily marketers.
- Employed as **Digital Marketing Director** for GATES HUDSON (2017-2019) in Virginia on a range of everyday functions that included communications, reputation, brand management, lead generation, website building, SEO, and email campaigns. This included support for DWECK PROPERTIES, a key partner for the firm at the time. Partnered on PPC acquisition: 1M+ impressions mo. (\$.02 per), 20K+ interactions (\$1 CPC), \$13K-\$48K leases.
- Relocated to the Seattle market by WEIDNER APARTMENT HOMES (2019-20) to lead a major rebranding effort. When that effort was derailed by the Covid-19 pandemic, pivoted to their community websites. Leveraged SEO and heat mapping, built new digital assets, and solved for traffic challenges presented by suspended in-person tours.

Technology

- Retained for 12 months (2023-24) as **Marketing Director** for CLOAK HARBOR to lead the privacy and fraud detection startup through the Mach37 Accelerator. Included product-market fit, deck, website, and fundraising for the first 5-layer, military-grade protection suite.
- Led LATISTA TECHNOLOGIES on a multi-year retainer as **Marketing Director** (2012-14), culminating in \$663M acquisition (Oracle). Drove +352% traffic, +706% leads, and +263% AVG growth for the AEC efficiency platform by winning strategic queries in SEO, link building, PPC, and advertising. Boosted software trials +511% and licenses +319%. Redesigned app GUI to honors.

## Financial

- Began in financial as **Marketing Director** for AMERICAN HOME BANK (Beacon Reverse, ReverseLending101) and URBAN TRUST BANK (Greater Atlantic, AmTrust) from 2005-9.
- Supercharged membership and launched new platforms on a 12-month contract for NAVY FEDERAL CREDIT UNION in 2016. Generated 70K signups and \$500M (+105% goal) with "Snap2It" and "Sweet Returns" certificate/IRA campaigns. Added 19K new members (+171% goal) with "Share the Good Fortune" drive. Partnered with executives to launch the Digital Investor platform. Authored informative SEO articles like "Rebel Against Rogue Investing" to garner 80M views and pickup in LATIMES, CHICAGO TRIBUNE, and others.
- Employed as **Marketing Director** for STRONG HOME MORTGAGE, a Costco financial partner (2021-22). Ensured \$10.1B in revenue by supporting 26K loan closes (\$387K AVG) from \$14.4M lead spend despite technical and regulatory hurdles. Partnered with executives to improve refinance and purchase loan closes, 33% and 45% faster than the competition, each beating the gold standard turnaround of 30 days. Shifted lead culture toward organic search through substantial content creation, 12-20% conversion from 100% paid leads at 2-5% conversion. Recognized by LENDING TREE as "Top 10 Lender in Customer Satisfaction" (since Q3 2021, 97% 5 stars). Lifted Google ratings from 3.7 to 4.6 stars (from 32 to 300+ reviews). Overall ratings: 4.8 stars over 6,000+.

## AEC

- As **Marketing Manager** and proposal team lead for LEO A DALY in the late 1990s, generated \$200M in new business. LAD became the largest private U.S. architect. This included Reagan National Airport and Pope John Paul II Cultural Center (Washington DC), First National Bank Tower (Omaha), Jumeirah Beach Hotel (Dubai), and Cheung Kong Center (Hong Kong). Honored for branding excellence by the Society for Marketing Professional Services (SMPS).
- Retained for five years as **Marketing Communications Director** by the AMERICAN INSTITUTE OF ARCHITECTS (AIA, Washington DC) from 1998-2003. Led to contract work in advertising, website development, and corporate identity for a host of AIA and FAIA architects including BARNES VANZE, WANCHUL LEE, and ROBERT GURNEY to name just three.
- Worked in the construction industry on multi-project marketing communications contracts for CLARK CONSTRUCTION, BOVIS LENDLEASE, and NATIONAL BUILDING MUSEUM.

## Sports

- As **League Operator** and amateur poolplayer for CUE SPORTS INTERNATIONAL (CSI), has recruited players and organized sanctioned BCAPL divisions in the Washington DC and Seattle markets (2009-present). Has created billiard games. Directed an international, multi-event billiards competition for the WORLD GAMES (2015). Worked with professional player Joe Tucker and BCA Hall of Famer Mark Griffin to introduce AMERICAN ROTATION across the U.S. Produced a website, rulebook, advertising, and marketing materials in support.
- Helped spring BUFFALO AGENCY as **Special Advisor to the EVP** of BILLY CASPER GOLF (now TROON). Led an in-house agency pilot that increased advertising quality, cut production time (-20%) and reduced expenses (-60%) over outsourcing. Agency then split from BCG as BUFFALO GROUPE to acquire 8 firms and partner with SPORTS ILLUSTRATED. Acquired by CLUBWORKS (for an undisclosed price).

## Home Improvement

- As **Marketing Director** for TERRASCAPE, rebuilt website, designed advertising, and produced a full suite of marketing collateral for use in sales enablement. Monitored leads across internet traffic and inbound calls. Attended presentations and rewrote the pitch sequence. Raised average sale to over \$250,000 (for pool and cabana work).
- As **Marketing Director** for BASEMENT DETECTIVE, helped launch the business with the founder. Built a website and created content around seepage challenges in Northern Virginia. Produced advertising, marketing collateral, pitch materials, and vehicle signage. Monitored leads across internet traffic and inbound calls. Ensured over \$3M in profit, year 1. By year 11, their top competitor (MID-ATLANTIC WATERPROOFING) was out-of-business.

## Agencies

- Operates as a **Fractional** for ENSO STRATEGIC + TACTICAL MARKETING (2019-present). Supports four agencies (IEXCEL, NEST, RIPSON, DYVERSE) plus direct engagements for clients in strategy, marketing communications, multimedia design, copywriting, and more.
- Named **Partner** in GLIMPSE DIGITAL (2007-17), a website development and digital marketing agency. Pitched clients and managed accounts worth \$10.8M. The firm built and maintained over 350 websites, also driving traffic to the majority of them.
- Served as **Director of Client Services** for SQN from 2004-5. Pitched clients, was interim creative director, managed accounts, and closed new business worth \$2.6M for this marketing agency. Strengthened the research, pharma, and HR departments at PFIZER, earning a WEBBY for "excellence on the internet including websites, interactive advertising, online film/video, and mobile content." Served GOODWILL, with recognition from PR WEEK magazine for "excellence in value-added marketing." Helped launch the two-location MINT FITNESS in Washington DC, which was honored by the AMERICAN MARKETING ASSOCIATION for "solid strategy, brilliant innovation, and positive return on investment."
- Named **Partner** in ZINC, a Washington DC branding agency (1998-2003). Pitched clients, closed new business, and managed accounts as creative director behind \$3.7M in sales. Directed creative, wrote, and designed marketing communications for non-profit and civic organizations: HABITAT FOR HUMANITY, COUNTERPART, PACT, CATHOLIC CHARITIES, B'NAI B'RITH INTERNATIONAL, NATIONAL CATHEDRAL, and the WASHINGTON DC MAYOR's OFFICE.
- Employed as **Art Director** for PRESENTATION RESOURCES (Richmond VA) from 1995-6. Designed pitches and iconic ads for ABSOLUT VODKA and SAAB for THE MARTIN AGENCY.

## Publishing

- Produces immersive audio and merchandise as **Writer** and **Producer** with RECKLESS RAVEN STUDIOS (formerly Go Booklets) since 2012. The latest is MOMENTAL, which explores time, living, and expression now. Partnered with THE PRINCE ESTATE (2019) to develop *Blue Cloudz*, a prequel to the Oscar-winning film *Purple Rain*. Developed and funded TABULA RAISA (2016), a children's adventure series and early childhood learning hub via Kickstarter. Raised ~\$13K in 30 days, named "Staff Pick," tagged "New & Interesting," and showcased #1 of 418 projects. Raised ~\$21K in 30 days for HARD LUCK CAFÉ (2015). Won "Best Director" and was finalist for "Best Play" (Thespi Theatre).
- Partnered with Universal Music Group on SPLASHKIT (2005-11) to discover, refine, and package recording artists for major label futures. Produced an artist for UMG contract.

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## **Degree**

Bachelors, Fine Arts (1995) from the University of Richmond (VA)

## **Technical**

Microsoft Office (Word/Excel/Powerpoint), Adobe Creative Cloud (Audition/InDesign/Illustrator/Photoshop/Acrobat), Artificial Intelligence, Canva, Google Tools, Moz, PM (Asana/Monday/Jira), CRM (Salesforce/HubSpot), Wordpress, Squarespace, HTML, CSS

## **Portfolios**

[ESTMKTG.com/portfolios](http://ESTMKTG.com/portfolios)

## **Honors**

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