



Long-form resume on request. Reports on-site to employers in King or Snohomish county (WA). Relocation-ready.

ERIC S. TOWNSEND

Marketing Communications Professional

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PROFILE

Resourceful marketer with diverse strategic, creative, and communications expertise. Collaborator who jumps in, builds bridges, embraces opportunity, and provides exceptional service. Curious mind and hustler who brings energy and solves problems. Visit [ESTMKTG](https://www.estimatektg.com) for more info.

SKILLSET

Marketing: Strategy, Brand, Productization, Advertising, Publicity, Creative Direction, Multimedia Design, Website Building, SEO/AEO, Writing.

Business Development: Research, Targeting, Lead Generation, Proposals. Pitches, Negotiation, Sales, Customer Relations, Account Execution.

TECHNOLOGY

Microsoft Office, Adobe Creative Cloud, Canva, AI, Wordpress, Squarespace, HTML, CSS, and a broad range of SEO, PM, and CRM apps.

EDUCATION

Bachelor's Degree in Fine Arts, University of Richmond (1995)

RECENT EXPERIENCE

Fractional @ Enso Strategic & Tactical Marketing (2007-present)

Advancement: Contractor → Marketing Manager → Fractional

Role: Operates as an interim marketing resource to direct clients or extends team depth for agencies. Cultivates leads and new business, serves accounts, and meets broad-ranging needs for startups, challengers, and leaders.

- Supports four marketing agencies as NDA sub: iExcel, Dyverse, Nest, Ripson Group (2019-present).
- Shepherded privacy tech CLOAK HARBOR through the MACH 37 ACCELERATOR to product-market fit, created presentation collateral, and pitched the offering to early investors (2024).
- Fostered 26K closes (\$387K avg) to \$10.1B revenue despite technical and regulatory hurdles as fractional marketing director for Costco financial partner STRONG HOME MORTGAGE (2021-22).
- Increased leases +61% with sales enablement workshops, grew reputation +68%, boosted PPC acquisition (1M+ impressions, 20K+ interactions mo.), and managed 75+ websites for \$68.2M in revenue as fractional digital marketing director for real estate firm GATES HUDSON (2017-19).
- Shaped LATISTA from startup software to \$663M acquisition by ORACLE as fractional marketing director: +352% traffic, +706% leads, +411% trials, +319% licenses, +263% yearly growth (avg).
- Led an in-house agency pilot that increased advertising quality, cut production time (-20%) and reduced expenses (-60%). BUFFALO GROUPE split from BILLY CASPER GOLF (2016) to acquire 8 firms, partner with SPORTS ILLUSTRATED, and be acquired by CLUBWORKS (2024).
- Launched *Digital Investor* and *Making Cents* platforms for NAVY FEDERAL CREDIT UNION (. Earned 70K signups and \$500M (+105% goal) with "Snap2It" and "Sweet Returns" product campaigns. Added 19K members (+171% goal) with "Share the Good Fortune" member drive. Authored SEO articles like "Rebel Against Rogue Investing" to 80M views in LA TIMES and CHICAGO TRIBUNE.

League Operator & Promoter @ Cue Sports International (2009-present)

Advancement: Player → Promoter → League Operator → National Director (offered role) → CEO (interviewed)

Role: Promotes billiards, launches leagues, and sends local players to national competitions with stipends.

- Organized two leagues: NOVA BCAPL (Fairfax VA, 2009-20) and North Country BCAPL (2024-25).
- Operated an international, 3-stage billiard tournament for the World Games (Fairfax VA, 2015).
- Partnered with BCA HOFer Mark Griffin and Ozzy Reynolds to promote American Rotation (2014).

Writer & Publisher @ Reckless Raven Studios (2012-present)

Advancement: Writer → Producer → Publisher

Role: Imagines new series, writes scripts, narrates audio, publishes works, and sells affiliated merchandise.

- Created an audio series and lifestyle brand on time, living, and expression: *Momenta* (2025).
- Explored the rise of Rock and Roll HOFer Prince in *Blue Cloudz* (2020). Coordinated with his estate.
- Produced 9 volumes of the children adventure series *Tabula Raisa* (2016). Launched on Kickstarter to Staff Choice and #1 of 418 publishing projects. Led successful campaigns for two other writers.