

Terrance Anthony Watkins

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Marketing Technologist pursuing a Bachelor of Business Administration in Business Information Technology. I am eager to apply a blend of technical expertise in cloud computing, system management, and cybersecurity practices in a dynamic and evolving IT landscape.

Education:

Haaga-Helia University of Applied Sciences, Helsinki, Finland

Bachelor of Business Administration in Business Information Technology, September 2024

St. John's University, Queens, New York

Bachelor of Science in Accounting

Work Experience:

Business Development Institute (BDI), New York, New York (Remote)

Technology Manager, April 2024 – Present

I am responsible for developing the firm's marketing technology strategy and identifying, developing, implementing, and supporting all MarTech solutions for BDI.

- Lead a team that executes MarTech and firm initiatives, delivering first-class client service.
- Collaborate extensively with the firm's Customer Success Managers to enhance efficiency, client service, and sales effectiveness.
- Present data-driven insights from Google Analytics to senior leadership to inform strategic decisions.
- Research, evaluate, and implement new technologies that align with strategic business needs.
- Lead change management initiatives through coaching, training, and engagement strategies.
- Increase website traffic by over 250% and enhance sales pipeline management, market opportunities, and ROI.
- Audit data security measures to ensure compliance with GRC standards, bolstering the firm's data security.

Marketing Technologist, August 2022 – Present

- Led CRM Transition Project from Pipedrive to Airtable, increasing process efficiency by 20%.
- Enhanced IT infrastructure and security by integrating systems like WordPress, Slack, Front, and M365 and implementing security measures such as MFA and CAPTCHA.
- Developed a user-friendly WordPress landing page template for clients' B2B sales events, reducing development time by 50%.
- Utilized Python for sophisticated data analysis, contributing to data-driven decision-making.
- Managed and protected various IT systems, focusing on data security and integrity.

Digital Marketing Specialist: January 2022 - August 2022

- Developed and executed revenue-generating email marketing campaigns.
- Enhanced campaign performance through A/B testing, improving engagement metrics.
- Created landing pages for clients' B2B virtual events.

Senior Research Associate: March 2020 - January 2022

- Identified new business opportunities through market research, leading to increased B2B partnerships.
- Streamlined sales and marketing processes by updating and managing the Pipedrive CRM system.

Terrance Watkins S &C, Queens, New York

Business Owner/Personal Trainer, January 1st, 2016 – March 2020

- Managed all aspects of the business, including marketing, web presence, and client engagement.
- Conducted personalized client assessments to identify fitness goals, health concerns, and lifestyle choices, crafting tailored programs that address individual needs.
- Provided one-on-one training sessions, ensuring attention to technique and safety while motivating clients toward their personal health and fitness goals.
- Fostered strong relationships with clients, offering ongoing support and adjustments to fitness programs based on evolving needs and feedback.
- Implemented strategic marketing campaigns to attract new clients, utilizing digital platforms and community events to enhance business visibility.
- Led workshops and group fitness sessions that emphasized education on health, wellness, and the importance of physical activity, building community and client loyalty.

Skills:

Technical Skills:

Cloud Computing | IT Infrastructure Management | Cybersecurity Measures (MFA, CAPTCHA) | CRM Systems (Airtable, Pipedrive) | Python | JavaScript | Project Management | Data Analytics

Soft Skills:

Team Leadership | Effective Communication | Problem Solving | Adaptability | Interpersonal Skills