

Edward J. Uzzle

CREATIVE AND MARKETING PROFESSIONAL

 www.ejuzzle.com

 hello@ejuzzle.com

 South Florida

SUMMARY

Results-driven marketing strategist with 10+ years leading multi-channel campaigns and brand transformations across technology, consumer goods, education, and nonprofit sectors. Skilled at translating big-picture vision into tactical execution that drives measurable growth. Known for collaborative leadership and bridging creativity with business impact.

EDUCATION

Lynn University (2014-2015)

Graduated with a Master of Business Administration (M.B.A) degree in Marketing

University of Central Florida (2007-2012)

Graduate with a Bachelor of Science degree in Interdisciplinary Studies, concentration in Marketing & Ad/PR with a minor in Computer Science.

SKILLS

- Marketing Strategy & Campaign Development
- Brand Positioning & Storytelling
- Digital Marketing (SEO, SEM, PPC, Email Automation)
- Social Media Strategy & Influencer Marketing
- Data Analytics & Performance Optimization
- Strategic Partnerships & Business Development
- Team Leadership & Mentorship
- Content Development & Creative Direction

WORK EXPERIENCE

CSPi Technology Solutions — 2020–Present

Director of Marketing & Business Development

- Lead marketing and business development strategy for a technology solutions provider, overseeing campaigns, partnerships, and revenue growth initiatives.
- Develop integrated marketing programs to drive lead generation, exceeding targets by 25% in 2020 as Marketing Manager prior to promotion.
- Enhance brand visibility through thought leadership, digital transformation initiatives, and sales enablement tools.

Group III International Ltd. — 2016–2018

Digital Marketing Manager

- Led marketing efforts for SWISSGEAR and Backpacks.com, increasing revenue by up to 30% through targeted ads, influencer partnerships, and brand storytelling.
- Grew social audiences by 25–40% with creative digital campaigns.

Green Ad — 2014–2016

Social Media Manager

- Directed social media strategy for multiple clients including Broward College's "I Can" campaign, resulting in higher engagement and enrollment rates.
- Built a PPC department from the ground up, increasing website traffic by 30%.

One12th — 2013–2014

Account Analyst

- Developed content marketing strategies for diverse clients, including Wacom's PPC campaigns in Latin America, increasing sales by 5%.
- Captured the interest of our target audience, resulting in a 30% increase in site traffic.

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TOOLS

- Adobe Creative Suite - Photoshop, Illustrator, Indesign
- Microsoft Office
- Large Language Models - ChatGPT and Claude
- Proficient in array of Online Tools (HubSpot, Google Analytics, Elementor, Shopify, AdQuick, ZoomInfo, etc.)
- Proficient in Mac OS and Windows Operating Systems
- Event Development and Management
- Brand and Story Development
- Proficient in Strategy Development and Execution
- Manage Corporate and Vendor Partnership

ACHIEVEMENTS

- Increased marketing-influenced revenue by 20–30% across multiple brands through targeted campaigns.
- Built influencer partnerships that boosted brand authenticity and social media growth by 25–40%.
- Successfully managed \$200K+ annual ad budgets, optimizing spend for maximum ROI.

WORK EXPERIENCE CONTINUED

International Women's Forum (IWF) — 2012 – 2013

Roster Production Assistant

- Liaised with national and international forum leaders to coordinate initiatives.
- Assisted in planning and logistics for global conferences, including staging guides and speaker bios.
- Maintained database accuracy and consistency for member records.
- Developed and presented proposals for social media and new media strategies.

Certified Financial Planners Board — 2012 – 2013

Consumer Outreach Coordinator

- Supported project manager for Financial Planning Days (FPD), a nationwide consumer outreach program.
- Managed and updated national/local web pages for event registrations.
- Coordinated email communications to participants, partners, and financial planners.
- Participated in strategy calls with local steering committees and national teams.

BOARD & LEADERSHIP ROLES

FOR OUR OWN — 2018 – Present

Co-Founder & Executive Director

SIM South Florida — 2023 – 2024

Member Board of Directors, Marketing