

DERRICK OPPELT

DIGITAL MARKETING AND MEDIA, 16 YEARS

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INNOVATIVE DIGITAL SALES AND MARKETING MANAGER PORTFOLIO AVAILABLE @ DERRICKOPPELT.COM

Tech Savvy Digital Sales and Marketing Manager known for delivering a strong corporate image and sustainable revenue and profit gains in vastly technical and highly competitive industries. Bring 16 years of solid experience and recognizable strengths in B2B, B2C, and B2Gov sales and marketing that encompass team management, traditional and digital ad buying/selling, corporate branding, ecommerce, promotions, social media and website development, market analytics, tradeshow/event management.

Lively and professional mindset with a motivated management philosophy through strong team building skills and a distinctive approach. Digital minded computer whiz with a broad, award-winning portfolio of successful high budget marketing and advertising promotions using creative multi-media strategies and extensive background experience in strategic project management.

CORE COMPETENCIES & SKILLS

- Leader, S&M Team Management
 - Business Plan Development
 - In-House Agency Management
 - Google Ads Certification
 - Customer Experience Driven
 - Detailed Meeting, Event and Convention Planner
 - SEO/SEM Management
 - Skilled Presenter and Speaker, Excellent Judgement
 - Deep Understanding of B2C, B2B, B2G Sales
 - Always Meets a Deadline
 - Expert in Adobe Creative Suite, Web Design and Maintenance
 - Data Mining and CRM Experience
 - Collaborates Well, Listens to Ideas and Motivates Others
 - Highly Creative, Inventive, and Influential
 - Loyalty and Incentive Marketing Strategist
 - Financial Modeling and Team Management Success
 - Public Relations, Press Releases, Press Contact
 - Creates Opportunities Within the Industry
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EXPERIENCE

DIGITAL SALES MANAGER

July 2018 – Present

Cumulus Media, Melbourne, FL – www.cumulusmedia.com

Digital media and radio broadcasting media corporation, publicly traded on NASDAQ (CMLS), 88 market locations, B2B Sales

Leading the sales team to increase digital advertising sales year-over-year and meet objectives through marketing campaigns and events. Plan and implement strategies and programs to achieve goals; includes training sales representatives about digital advertising and strategizing marketing campaigns per client based on their business and industry. Experience and understanding of over 170 digital products, the implementation thereof, understanding the results/stats and deciding corrective actions to always achieve better results.

- Radio and Digital Strategies
 - Social Media Management
 - Media Partnerships/Sponsorships
 - Website Design Management
 - Trainer for Digital Advertising
 - Event Management
 - Inventing New Processes
 - Digital Operations and Implementation
 - Sales Team Management
 - B2B Sales
 - Business Administration
 - Billing and Campaign Budgeting
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NOTABLE ACHIEVEMENTS AT CUMULUS MEDIA, MELBOURNE

2018	Developed from inception a digital sales department which did not exist prior. Created digital processes, timelines, structure, and expectations for the sales team. Set achievable goals and trained the team on digital marketing and advertising.
2018	Instrumental in closing a \$140k digital advertising contract with a political PAC., the largest sale of its kind at the time. Developed the proposal, pitch, presentation, strategy and post-sale logistics.
2019	Closed a \$110k digital advertising campaign for a multi-location business. Developed the proposal, pitch, presentation, strategy, and post-sale logistics.
2019	After one year of digital operations in Melbourne, several years behind others when developed, market ranked 4 th out of 90 Cumulus Markets in achieving company goals
2020	Became responsible for day-to-day sales manager role and decisions without promotion of duties. Responsible for approving all orders, facilitating trade, writing orders, credit issues, Account Executive One-on-One management, new hire training and more in addition to my primary objective, Digital Sales Management.
2020	Changed perspective due to coronavirus and mass cancelations. Targeted the health care industry and was successful in bringing back clients from years prior, resulting in over \$250k in health care advertising sales.

MARKETING MANAGER

December 2007 – January 2018

RELM Wireless Corporation/BK Technologies, West Melbourne, FL – www.bktechnologies.com

Telecommunications Manufacturing Industry, publicly traded on NASDAQ (RWC), B2C, B2B (Dealerships), B2Gov

Successfully market and present telecommunications products for two brands targeted to all areas of government and a variety of businesses and industries. Manage all b2b (dealership) communications, marketing and event initiatives (over 50 events per year). Provide a total marketing solution from inception, conceptualize and create all marketing strategies, budgets, branding solutions, analytics and all marketing materials using all types of media to maximize exposure and results.

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| - Tradeshows and Events (58/yr. avg) | - Data Mining Expert | - Customer Engagement |
| - Loyalty Program Management | - Email Campaigns | - Marketing Budget Management |
| - Business Partnerships (Dealers) | - Advertising With ROI | - Marketing Strategy |
| - Social Media Management | - ROI Campaign Management | - Marketing Analytics |
| - Materials Development | - Video Presentations | - Website Design |
| - Ecommerce Management | - Meeting and Event Planning | - Graphic Design |
| - Total Market Awareness | - Lead Generation | - CRM Administrator |

NOTABLE ACHIEVEMENTS AT RELM WIRELESS/BK TECHNOLOGIES

2010	Company growth to double sales revenue from 2009 (\$15M) to 2010 (\$32M) after managing a yearlong global campaign launching numerous new communications products.
2011	Successfully orchestrated 78 events/tradeshows for the "Great American KNG Road Trip"
2012	Aggressive US Military Sales and Marketing Campaign with sales totaling a record breaking \$11M in the Q2
2013	Implemented e-commerce website and saw \$647K in sales within the first year
2014	Voted in as member of the IWCE Expo Advisory Board Grew website traffic from 142 daily visits (avg. from 2009) to 690 (avg. from 2014) visits daily
2015	Won \$26.7M US Government TSA Contract after an 18 month long, targeted sales and marketing campaign.
2016	Recreated support website, company saw highest annual sales in corporate history - \$52M
2017	Successfully rebranded RELM as BK Technologies

PAST EXPERIENCE

CREATIVE DIRECTOR

MAY 2006 – DECEMBER 2007

DRTV PRODUCTIONS, INC. WEST MELBOURNE, FL

Write copy/scripts, design graphic layouts, create marketing message, direct camera crew, actors, and editing team at DRTV's (Direct Response Television) full production studio specializing in custom video production and television and radio commercials as well as websites and advertising campaigns.

- Script writer and Manager of the award-winning PBS documentary, Legion of Valor
- Wrote and directed numerous successful local and national TV commercials and infomercials
- Directed high budget international ad campaigns
- Conceptualized and execute large scale websites
- Marketing and advertising plans for businesses
- Wrote and directed 12 different language videos for the Talk-N-Tutor language tutor company
- 2007 Space Coast Addy Award

OWNER

DECEMBER 2004 – MAY 2006

CRESCENDO MEDIA GROUP, ORLANDO, FL

Created Crescendo Media Group with several collegestudents and professionals. Offered full production services, specializing in graphic, web design, advertising and marketing needs to various businesses throughout Central Florida.

- Media planning and placement
- Event and meeting planning services
- Sales and lead generation for group
- Graphic and web design services
- Web hosting
- Marketing plan development

OTHER

WEBMASTER

Jan. 2018 – July 2018

Coastal Angler Mag, Melbourne, FL

CUSTOMER SERVICE REP

2001 – 2004

Home Depot, Orlando, FL

MEDICAL ASSISTANT

1998 – 2001

Health First, Melbourne, FL

EDUCATION

Google Ads Certification

Google Ads Full Certification

University of Central Florida

Bachelor of Arts, Class of 2006

Digital Marketing and Media, Writing for Media

Minor in Art History

Brevard Community College

Associate of Arts, Class of 2001

General Studies

Brevard Community College

Medical Assistant Certification, Class of 1998

General Medicine Studies

COMPUTING KNOWLEDGE

Total understanding of Windows and MAC Operating systems with 15+ years of Microsoft Office experience. Expert in Photoshop (Graphic Design), Dreamweaver (Web Design), Illustrator, and knowledgeable in other Adobe software. Understanding of CRM programs and extensive experience in various Internet programming languages.