

DERRICK OPPELT

**GLOBAL CORPORATE MARKETING, DIGITAL, BRANDING, COMMUNICATIONS,
18 YEARS OF CONTENT CREATION AND TEAM MANAGEMENT EXPERIENCE**

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Proactive, strategic and tech savvy global media and marketing leader with 18 years of team leadership experience driving corporate branding and creative marketing across various businesses and technical industries, including aerospace, SATCOM, telecommunications, SaaS, cybersecure data cloud centers, various and numerous client types for digital marketing and broadcast media advertising, B2C, B2B and Federal DoD MIL/GOV markets. Creative talent, highly organized corporate professional, planning and directing stunning content creation while managing teams and delivering KPI results-driven media strategies. Expertise in social media, SEO/SEM, graphics, email campaigns, web design, creative digital and traditional marketing, public relations, video content creation, advertising and Adobe Creative Cloud. Proven ability to elevate corporate identities, align with organizational goals, and lead cross-functional teams in fast-paced, high-stakes environments.

CORE COMPETENCIES & SKILLS

Corporate Branding and Communications
Skilled Presenter, Excellent Writer and Speaker
Leader, Supervisor, Hiring Manager, Mentorship
Marketing Strategy Based on KPI Benchmarks
Media Strategy, Content Creator and Storyteller
Advanced Background in Adobe Creative Suite
PR, Internal and External Corporate Communications
Digital Marketing Pro, Campaign Project Management
Customer Loyalty Programs and Strategies
Contract and Media Negotiations

Extensive Social Media and Website Management
Executive Presentations, Video and Print Collateral
Strong SEO, SEM and PPC Management
Builds Strong Media Partnerships
Digital Newsletters and Email Campaigns
Budget, Finance, and Team Management Success
Digital High Budget Ad Campaigns, A/B Testing
Meeting, Event and Tradeshow Hosting/Planning
Business Relations and Sponsorships
Experienced in All Types of Media

EXPERIENCE

DIGITAL MARKETING MANAGER (GLOBAL)

January 2023 – December 2024

Satcom Direct, Melbourne, FL, satcomdirect.com

(2 years)

Global aviation SATCOM manufacturer, cybersecure cloud data center and SaaS airplane management service for private, B2B, Federal DoD and other government agencies, \$427MIL annual revenue in 2024.

Marketed and directed global satellite digital marketing communications with SaaS components and numerous cybersecure data center locations, operating within the private enterprise and government SATCOM aviation, land mobile and marine data connectivity markets. Globally managed and created all digital marketing and branding content for domestic and international office locations in multiple languages using Adobe Creative Cloud and MS Office. Planned, created and executed internal and external corporate marketing communications backed by digital strategies, product knowledge, and campaigns that reflected company goals and enhanced their branding.

- Managed and directed all corporate video, presentations, email, social, and web communications in multiple languages, including press releases, blogs, email campaigns, digital advertising, and technical product content for internal and external communications.

- Led high-profile, effective marketing campaigns through targeted print, social, email, and web landing page strategies, reported strong visibility and following, under budget and outpacing expectations.
- Redesigned corporate websites (3) annually with a focus on SEO and SEM, launched numerous landing pages for campaigns, saw increases in daily visits from 3500 to 5500.
- Presented marketing plans with selective budgeting to executive team and maintained strong results.
- Strengthen corporate branding through custom-written, video and graphic blog and PR communications to support sales, events, webinars, and tradeshow around the world.
- Developed and executed a marketing and PR campaign to expand business from 3 to 8 global locations and launched several multilanguage websites.
- Supported hundreds of internal and external trade shows and events around the world over two years, company saw largest attendance in history at proprietary Connecting with Customers event in 2024.
- Developed and executed a social strategy achieving a 42% increase in follows (LinkedIn) over two years.
- Managed internal communications for daily operations using JOT Forms and MS Confluence Intranet.
- Collaborated with team to create a Suncoast Regional Emmy Award winning avionics video in 2023
- Posted over 100 press releases and blogs over two years while working with third party media.

DIGITAL SALES AND MARKETING MANAGER

July 2018 – December 2022

Cumulus Media, Melbourne, FL – cumulusmedia.com

(4 years, 6 months)

Radio broadcast and streaming on radio stations with a full spectrum of digital advertising solutions, including 170 digital ad products, including email, web, social, Google, Meta, Youtube and video.

Worked hybrid to lead and manage the digital sales team and facilitate all market communications, digital content, video streaming, PPC Google Ads and AdWords, website and social media marketing to increase brand awareness and digital advertising sales year-over-year while meeting internal corporate and third-party business objectives through creative marketing campaigns and events. Plan and implement strategies and programs to achieve goals; including training and managing sales representatives, digital advertising and strategizing storytelling marketing content per client based on their business and industry. Understanding 170 digital products, implementation thereof, understanding the results and deciding corrective actions to always achieve better results.

- Developed from inception a digital sales department which did not exist prior. Created digital processes, timelines, expectations, and structure for a 7-person sales team, saw strong growth over 4 years.
- Set achievable goals and trained the sales team in digital marketing, branding and advertising strategies.
- Instrumental in a \$140k digital advertising contract with the *Don't Lose Control* political PAC, the largest sale of its kind at the time. Developed proposal, pitch, presentation, strategy, and post-sale implementation. PAC saw immediate increases in awareness and votes in the local region to help win.
- Closed a \$110k digital advertising campaign for a multi-location business. Developed the proposal, pitch, presentation, strategy, and post-sale execution.
- After 1 year of digital operations in Melbourne, starting several years behind other markets, the Melbourne market went from 78th to ranking 4th out of 90 Cumulus Markets in achieving goals.
- Responsible for approving all orders, facilitating trade, writing orders, credit issues, budgeting, Account Executive One-on-One management, new hire training and more.

MARKETING DIRECTOR (GLOBAL)

BK Technologies, West Melbourne, FL – bktechnologies.com

December 2007 – January 2018

(10 years, 1 month)

Publicly traded radio frequency telecommunications network manufacturer with global presence selling to MIL/GOV agencies and B2B dealers, \$58MIL annual revenue in 2018.

Working collaboratively with sales to successfully market and present RF telecommunications, cybersecurity, SaaS, and data network products for two brands targeted to all areas of military and government and a variety of businesses and industries. Direct all internal and external 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 collateral materials using all types of media to maximize exposure and results.

- Won \$26.7M US Government TSA Contract after an 18 month long, targeted marketing campaign.
- Voted in as member of the International Wireless Communications Board (IWCE), 2014 – 2018.
- Implemented e-commerce website and saw \$647K in sales within the first year.
- Promoted from *Business and Industrial Marketing Manager* to *Global Marketing Director* in 2009.
- Company growth to double sales revenue from 2009 (\$15M) to 2010 (\$32M) after managing a yearlong global campaign launching numerous new communications products.
- Orchestrated new product launch, 78 events/tradeshows annually for the *Great American KNG Road Trip*.
- Aggressive US Military Sales and Marketing Campaign with sales totaling a record breaking \$11M in Q2.
- Recreated support website, company saw highest annual sales in 50-year corporate history - \$58M, 2018.

CREATIVE DIRECTOR

DRTV Productions, Inc., Melbourne, FL

October 2006 – December 2007

(1 year, 2 months)

Specialized in creating impactful video content, including scripting, directing, and producing commercials, infomercials, documentaries, and training videos for local and national clients across a wide range of industries. I worked closely with clients to develop compelling video narratives and visually dynamic productions, ensuring each project effectively communicated their message and achieved their objectives. I delivered high-quality video content tailored to engage target audiences and drive results.

COMPUTING KNOWLEDGE

Windows or MAC
Expert in Microsoft Office, ALL programs
Expert in Video and Graphic Design
Expert in WordPress (Web Design)
Advanced Adobe Creative Cloud
Confluence, Salesforce and other CRM programs
HTML, .asp, .css, .php, API, java Languages

EDUCATION

Bachelor of Arts, University of Central Florida, Digital Marketing and Media, Writing for Media
Associate of Arts, Eastern Florida State
Google Ads and Analytics Certification
Aerospace Internet Tech. Certification (aeroIT)
Aerospace Connectivity Certification (aeroCNCT)