

Jim Ruckart

I am a creative and results-driven marketing professional with a business background and 8+ years of digital marketing, lead generation, and graphic design experience. I thrive in a fast-paced and innovative work environment surrounded by other entrepreneurial spirits. As a natural servant leader, I value coaching and empowering team members to develop greater knowledge and skills. My communication style is diplomatic, yet confident while maintaining an even keel and sense of humor under pressure.

Professional Experience

Program Manager II

Atrium Health Wake Forest Baptist | Winston-Salem, NC
Dec 2021 – Present

- Lead in marketing, program outreach and development, and business strategy for the Department Otolaryngology (ENT) / Head and Neck Surgery service line.

Digital Marketing and Creative Coordinator

Canter Power Systems | Greensboro, NC
Jan 2019 – Dec 2021

- Manage and continuously optimize digital marketing and lead generation strategies for paid social media, PPC, and SEO for the largest installer of automatic home backup generators in the United States
- Develop marketing campaigns for 5 large electrical utility companies and provide marketing support for nearly 500 Home Depot stores across 10 states
- Design and assist with the creative direction of web pages, online apps, videos, logos, brochures, retail signage, magazine and digital ads, quarterly reports, vehicle wraps, and other communication materials
- Introduced A/B testing and heat mapping integrations, along with UI improvements, which led to an 8% increase in landing page conversion rates

Marketing Manager, Southeast

AVI Foodsystems | Remote
Aug 2016 – Dec 2018

- Developed and executed strategic marketing campaigns for the dining services of major manufacturing, healthcare, and higher education accounts throughout the Southeastern United States such as BMW, Mercedes-Benz, Wofford College, and Orlando Health
- Crafted a unique social media strategy that leveraged Snapchat and Bitmoji to resonate with college students and provide a personality to the culinary brand that was later adopted as a company-wide initiative for higher education accounts
- Doubled the sales of healthier food items through a creative marketing campaign using a color-coded system based on education provided by certified dietitians to help customers better identify nutritious options

Marketing Manager

ECU Student Involvement and Leadership | Greenville, NC
May 2014 – May 2016

- Managed and provided creative direction for a team of graphic designers and photographers to execute the marketing efforts for over 500 campus organizations and the Student Activities Board
- Implemented a project management and communication system that decreased turnaround time by 50%

Contact

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Education

MBA, Marketing
East Carolina University
May 2014 – May 2016

BS, Communications
East Carolina University
Aug 2009 – May 2013

Expertise

Digital Marketing

Lead Generation

Graphic Design

Skills

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe XD

Facebook Ads

Google Ads

Google Analytics

Google Data Studio

HTML / CSS