



# DOUG WULFF

Software Marketer

## CONTACT

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## FOLLOW ME

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- 🐦 : @dougwulff

## SKILLS

Final Cut Pro

Camtasia

Outreach

Prezi

Keynote

DiscoverOrg

Organic SEO

## PROFILE

Senior marketer with 15 years in entrepreneurial startups, business development, web strategy, video technologies, project management, and search engine optimization. Relentless executor of product launches with proven results. Expert in positioning, messaging, and pitch design. Passion for innovation with a career portfolio of industry firsts.

## EXPERIENCE

### HEAD OF SALES & MARKETING

CircleHD / Seattle, WA 2018 - 2019

Contracted to commercialize b2b video platform founded in 2015. Owned g2m strategy, new website, content, positioning, price strategy, and sales stack. In seven-months:

- Sold supplier video portal to #1 Wireless Telecom, Verizon
- CEO to CEO email campaign generated 27x increase in product qualified leads, with 25 F2000 companies that represent 567,000 full-time employees
- Doubled sales revenue
- From unranked to #1 SEO for entire product category in three-months

### DIRECTOR OF ENTERPRISE SALES

Kaltura / NYC 2017 - 2018

- Sold unified communications and live stream software to F100, including Top 10 US Hospital
- 3x pipeline with email campaign
- Winner first company-wide video sales award

### FOUNDER

Clone Technologies / St. Louis 2013 - 2016

- Founded automatic robotic live camera system and raised \$275,000 including from the founding VC Pandora Media
- Installed marquee venues ExchangeLA and Mansion Miami
- Top 12 startup finalist SXSW (500+ applicants)
- Awarded #1 startup EDMBiz Las Vegas (200+ applicants)
- Live streamed 19 concerts, including five Top 50 DJ artists

D/W

## INTERESTS

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DIVING

VIDEO

SWIMMING

RUNNING

SOCCER

## CONTRACT MARKETER

Summary / St. Louis 2012 - 2013

- Created new website / SEO for network security firewall appliance making web #1 source of new leads
- Technical white paper won Progressive Grocer Technology Award
- New website / SEO for CareMeridian subacute care facilities; 160% increase in traffic, and 3x increase in new patient leads

## FOUNDER

ClubVision / St. Louis 2010 - 2012

- Led startup to raise \$250K, installing live video systems in eight top STL nightclubs
- Introduced among very first iOS live stream apps
- Live simulcasts with 93.7 and STL's #1 station, Z107.7 (Clear Channel)

## MARKETING MANAGER

True Fitness Technology / St. Louis

- Managed \$1M marketing budget, launching over 30 new high-end treadmills, ellipticals, and bikes
- New website called the 'Standard for fitness manufacturers', with SEO doubling traffic
- Championed in-store POS for 350+ dealers

## FOUNDER

Critter Guard / Columbia, MO

- Co-invented, patented and sold guards for substation power lines to the largest utilities in the U.S., doing \$3M in sales

## EDUCATION

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### BSBA - MARKETING

University of Missouri / 2000

- Graduate of Officer Candidate School (PLC Junior), United States Marine Corps 1998
- Sigma Phi Epsilon fraternity

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