

Business Strengths

Highly effective inspirational leader, team member, and solution provider.
Advocate of servant leadership

Agile leadership with a drive for operational excellence.

Continuous improvement (Kaizen) leadership throughout people, process, and productivity.

Process and Policy Development

Strategic Planning and Action Leadership

Staffing, Resource, Vendor, and Partner Management

Productivity, Performance, and Profitability Optimization

Leadership Expertise

Hands-on leadership and expertise fostering successful collaboration across teams, and services

Project and Program Management / PMO

Creative Direction and Strategy

User Experience: Research-Based, Data-Driven, and Psychology-Influenced engagement

Content Generation and Messaging

Development (CMS, eCommerce, Custom Applications, SaaS Products).

Experienced SCRUM Leader

Email Marketing

Social Media Promotion and Engagement

PPC, Audience Targeting, and SEO

Client Services and Relationship Management

Driver of positive culture, fostering a motivational atmosphere of efficiency, empathy, creativity, innovation and growth.

David Barbella

Full-Service Agency Team and Operational Leadership
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Highly effective and engaged agile leader with over 25 years of experience specializing in cross-functional team leadership, lean operations, continual improvement, and strategic client delivery.

Thanks to a very effective history partnering with good people, great talent and innovative leaders along the way; the experience has provided deep expertise across cross-functional services, and a passion for team and agile leadership.

Complimenting team leadership is a deep operational and business acumen with several consistent areas of leadership such as:

- Agile servant-leadership fostering continual improvement and operational excellence
- Restructuring of existing, and/or building cross-functional teams and environments
- Establishing team and business processes, KPI's, and cross-functional workflows
- Evolution of software, systems, tools, and operational automations
- Utilization, productivity, profitability, and value management
- Change, evolution, and growth management

Good people, positive culture, and the ongoing journey of continuous improvement is the foundation in which ongoing success, evolution, and growth are built on. I'm thankful for the experience and capability in effectively tailoring positive leadership traits and hands-on experience for cross-functional digital service, product, and business organizations.

Thank you for taking the time to review my profile.

All the best

-David

**TRAFFIC BUILDERS DIGITAL MARKETING – DIRECTOR,
TEAM LEADERSHIP AND AGENCY AGILE MANAGEMENT** 2018 - CURRENT

Joined the team as Director of Agile Management, quickly identifying cross-functional areas requiring leadership and organization. Joined each area as the hands-on Director, leading and coaching the teams by applying subject matter expertise, continuous improvement, servant leadership and agile management approaches to fortify the teams, create cross-functional workflows, and improve our client-deliverable services.

Highly Effective Team Leadership, Coach, and Producing Teammate:

- Project Management / PMO
- User Experience
- Creative Services
- Content Generation and Editorial
- Development (Web, CMS, eCommerce and Custom Hosted Applications)
- Acquisition Email Marketing
- Social Media
- Marketing Strategy

Highlight

Recipient of the 2018 “Driver of the Year” award:

The Driver award embodies the spirit of proactive, game-changing leadership geared towards driving innovation, and evolution in business, productivity, culture, and growth.

*Personal note: Achieving this is thanks to working with good people, encouraging a positive and productive environment, providing the coaching and removing roadblocks to let the team do what they do best. The team earned this.

LANMARK 360 – VICE PRESIDENT, AGENCY SERVICES 2015 - 2018

Joined the team to oversee the agency team environment, lead continual improvement, directly engage and lead cross-functional execution and client-service teams. Partnering with tenured management to coach on contemporary agile leadership approaches

Client service focus in Healthcare, Pharmaceutical, Rare Disease, and Medical Device verticals with full-service agency digital marketing and traditional print advertising strategy and services.

Highly Effective Team Leadership, Coach, and Producing Teammate:

- Project Management / PMO
- User Experience
- Creative Services (Digital only)
- Content Generation and Editorial
- Development (Web, CMS, eCommerce, Custom Applications, SaaS Digital Products)
- Client Services and Account Management
- Marketing Strategy
- Business Operations Leadership

RIPEN ECOMMERCE – DIRECTOR 2013 - 2015

Team leadership with a primary focus on Project Management/PMO, Development, Digital Creative and Content Services. Over time, took on additional areas of agency leadership and coaching via operations management.

Highly Effective Team Leadership, Coach, and Producing Teammate:

- Project Management / PMO
- User Experience
- Creative Services (Digital only)
- Content Generation and Editorial
- Development (Web, CMS, eCommerce, Customized commerce platform run as an agile digital product)
- Account Management and Client Experience

ZETA GLOBAL / PMX AGENCY – VICE PRESIDENT, AGENCY SERVICES 2008 - 2013

Zeta Global (formally known as Zeta Interactive) was acquired in part by XL Marketing (re-branded as Zeta Global), and in part by PM Digital (re-branded as PMX Agency). Providing agile leadership of a cross-functional team of 45+, across multiple U.S. and offshore locations. Serving a wide range of industry verticals, with a significant pharmaceutical footprint

Highly Effective Team Leadership, Coach, and Producing Teammate:

- Project Management / PMO
- User Experience
- Creative Services
- Content Generation and Editorial
- Development (Web, Mobile, CMS, eCommerce, Custom Applications)
- Email Marketing
- SaaS Products
 - Email Marketing Platform: ZetaMail
 - Digital Publishing Platform: Zeta NextPage

EPSILON - DIRECTOR OF DIGITAL AND CREATIVE SERVICES 2001 - 2008

Joined the print-based creative agency Big Designs to build out the digital capabilities. Led the digital creative and development service offerings towards the majority of business revenue, ultimately attracting an acquisition by Epsilon

Within Epsilon, successfully evolved a small creative and development team while expanding on the agency's capabilities. Fostering a highly effective cross-functional team across multiple U.S. locations with a strong positive and collaborative culture.

Highly Effective Team Leadership, Coach, and Producing Teammate:

- Project Management / PMO
- Creative Services
- Content Generation and Editorial
- Development (Web, Mobile, CMS, eCommerce, Custom Applications)
- Email Marketing

MONMOUTH INTERNET & TOMAR DIGITAL 1993 - 2001

Team leadership and senior execution across Project Management, UX, Creative, Content Generation, and Development.