

Business Strengths

Operations Leadership

Highly motivational and inspirational leader, team member, and solution provider

Strategic Business Planning and Action

Process and Policy Development and Management

Continual improvement (Kaizen) leadership throughout business operations, staff capabilities, and agency growth

Staffing, Resource, and Organizational Management

Financial Management and Profitability Optimization

Client Services and Relationship Management

Sales Process: prospecting through opportunity winning.

Agency Leadership Expertise

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

Project Management / PMO

Creative Direction, Brand Strategy, Conceptual Ideation

UX/CX - User Behavior Psychology

Content Generation and Messaging

Web Development (CMS, eCommerce, Custom Applications)

Email Marketing

Social Media Planning and Engagement

PPC, Audience Targeting, Geo-Fencing (Targeted and Location-Based Marketing)

Motivational and influential team partner driven towards continual improvement, efficiency, and growth

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Highly accomplished, motivated, and engaged agency leader with over 25 years of experience specializing in operations management, hands-on team direction, client delivery, and business strategy.

TRAFFIC BUILDERS – DIRECTOR, UX AND PROCESS MANAGEMENT

- Agency operational leadership with hands-on team engagement and direction.
- Process, and Efficiency
 - Identify and author global, unique product, and individual role KPI's.
 - Utilizing Lean (Kaizen) management approaches; instill continuous improvement and efficiency across people, process, and services.
 - Author process and policy charters for multiple lines of business.
 - Identify areas of platform improvement, while leading the evolution of agency tools, software, and operational platforms.
- Highly Engaged Team Leadership and Direction
 - Creative Services
 - User experience focused via data-driven and psychology-driven approaches to maximize influence and target conversion.
 - Content Generation and Editorial
 - Development
 - Web, CMS, commerce platforms, and custom applications.
 - Email Marketing
 - List segmentation, messaging, creative strategy and execution
 - Social Media Engagement
 - Project Management
 - Via Lean, Agile, and SCRUM methodologies.
 - Establish team defined roles, responsibilities, and workflows.
 - Guidance, mentorship, and growth for teams, and individuals.
 - Agency culture advocate, maintaining the balance between high productivity, while enjoying the journey to delivery.
- On-the-fly solution provider for any variety of project, staff, client or business needs.

Highlights

- Established the Creative Services team and culture.
- Established the Content and Editorial team and culture.
- Evolved the existing Web Development line of business via rebuilding process, workflow, and resource balancing.
 - Significantly increasing productivity and profitability margin.
- 2018 "Driver of the Year" award
 - The Driver award embodies the spirit of proactive, game-changing leadership geared towards driving evolution in combined business, productivity, culture, and growth.

LANMARK 360 – VICE PRESIDENT, AGENCY SERVICES

- Agency operational leadership with hands-on team, project, creative, and campaign direction.
- Foster and lead substantial improvement in agency operations, execution efficiency, organization, and team camaraderie yielding significantly increased productivity and ROI within our existing team and resources.
- Team leadership across all agency services with a focus on fostering personal growth, experience, and capability in each team member, while maximizing individual (and department) productivity for optimal profitability.
- Business strategy and direction advisement. Evolving existing lines of business, as well as exploring new revenue-generating services and partnerships.
- Identify areas of improvement, while leading the evolution of agency tools, and operational platforms.
- Author and guide policy, processes and workflow within each, and collaboratively across all, agency departments.
- Create and maintain measurement models and reporting
 - Agency productivity and resource utilization.
 - P/L measurement and monitoring at multiple levels: individual staff, group department, individual projects, multi-faceted programs, client profitability, and agency performance and health reporting.
 - Revenue forecasting based on secured business, pending opportunity, and new business projection goals
- Research partners, vendors, and service providers. Measure potential service and financial benefits, along with determinations to utilize the optimal provider, build capability internally, or consider acquisition.
- In-house User Experience, and Creative Direction expertise
- Co-Strategist for marketing campaign and program opportunities.
- On-the-fly solution provider for any variety of project, staff, client or business needs.

HEXNET DIGITAL MARKETING – AGENCY OPERATIONS OFFICER - CONTRACT

Contract consultant tasked with building the foundation of a fast-growing digital marketing agency from a small self-managed operation into a well-staffed, organized, and managed environment offering full-service agency capabilities.

- Agency operations leadership.
- Staff and organizational leadership across the agency team functions
 - Strategy, Analytics, SEM, SEO, Copywriting & Content Generation, Creative, Development, QA, Project Management, Account Management, New Business / Sales.
- Talent fostering and mentoring both at individual and team levels.
- Shepherding multi-discipline team collaboration, fostering seamless workflows across skill sets for any variety of project/program/campaign deliverables.
- Process and policy authorship and management.
- Business Strategy and direction advisement.
- Hands-on execution direction
 - Project Management (Agile / SCRUM approach).
 - UX Strategy, Creative Services, and Copywriting / Content Generation Services.
 - Development (UI, CMS and Custom Applications), and QA/Testing.
 - Colleague strategist for Marketing/Promotional, Social, SEM and SEO programs.
 - New Business advisement, mentoring the sales process from initial opportunity kickoff, scoping process, SOW writing, and closing. Author of associated opportunity documentation, including financial scoping and cost/margin analysis.
- On-the-fly solution provider for any variety of project, staff, client or business needs.

RIPEN INTERACTIVE – AGENCY DIRECTOR

- Agency operations leadership.
- Organizational leadership of 25+ team members.
- Process and policy authorship and management.
- Business strategy and direction advisement.
- Hands-on execution direction
 - Direct leadership of Project Management (PMO group), Creative Services (UX Strategy), Digital Development (UI, CMS and Custom Applications), and QA/Testing.
 - Colleague leader for Marketing/Promotional, Content Generation, Social, and SEM programs.
 - New business guidance and mentoring of colleague managers on the sales process from prospecting, initial opportunity conversation, scoping process, SOW writing, and opportunity closing.
- On-the-fly solution provider for any variety of project, staff, client, or business needs.

Highlights

- Successfully lead operational maturity and growth to lift staff productivity by 26% resulting in a lift in profitability margin by 29%.
- Authored agency policies and processes, successfully improving organization and efficiency for both business and production operations.
- Implemented operational reporting such as staff utilization/productivity, billable vs. non-billable data with the ability of deep tracking analysis, and a variety of at-a-glance reporting for strategic business decisions.
 - Mentored group managers how to utilize operational data for business leadership considerations and decisions.
- Project Management: Established (initially non-existent) team and functional environment.
 - Sourced all Project Management staff via new hires and internal reassignment of existing staff showing strong traits of a PM along with great interest in the career path.
 - Implemented project tracking methods and reporting such as Project Cost/Resource Analysis, Budget vs. Actual real-time monitoring, Project Financial I/O tracking and Post Project P/L analysis.
- Creative team: Growth of team and capabilities
 - Mentored existing design team on the theory, approach and application of User Experience and Usability from strategy and investigation through execution and validation.
 - Fortified the existing creative team by recruiting specifically curated talent with the strategy of increasing capabilities in client branding, multi-channel campaign ideation, and collaborative execution across a variety of high-performing creative service deliverables.
- Development: Established (initially non-existent) development team.
 - Sourced and hired talented User Interface and Application developers (local, remote, and offshore)
 - Utilized the team's core capabilities to further their expertise with training on popular CMS and eCommerce platforms (Wordpress, Drupal, and Magento).
 - Normalized the development environment with establishing a development team hierarchy, source control environment, and development libraries (for future rapid prototyping and reusable production).
- Sales: New Business and Current Client Opportunities
 - Took lead of opportunities while mentoring the agencies leadership and managers on a successful process (previously, no process or general approach was in place).
 - Established process for discovering (client needs, challenges, audience, competitive landscape, and KPI's)
 - Implemented scoping process (which combines scope accuracy, increasing prospect confidence, reveal

- opportunities for additional/unsolicited services, and positioning for long-term recurring business).
 - Created processes for scoped cost analysis, profitability margin, and revenue recognition forecasting.
- Overall: Very successful results in increased agency productivity, deliverable capabilities, process, technical environment (hardware and software tools), and proud to be part of a great increase in team camaraderie.

ZETA INTERACTIVE / PM DIGITAL – VICE PRESIDENT, AGENCY SERVICES

- Operational, Financial, and Staffing leadership of the Digital, Creative Services, and Project Management teams.
- 45+ team members, across multiple locations US and Offshore.
- Hands-on (production participating) Direction across all department disciplines.
- Project Management (PMO group), UX Strategy, Creative Services (digital and print deliverables), Content and Messaging, Development (UI, CMS and Custom Applications), and QA/Testing.
- Drove collaboration with colleague Marketing, SEM/SEO, Social Media Strategy, and Analytic Intelligence teams.
- Key strategist (in partnership with colleague strategist) for client business analysis along with matching agency execution and delivery approach.
- Lead Research and Development efforts towards new agency capabilities and services.
- Provide Sales and Account Management guidance as the subject matter expert (strategizing client solutions as well as contributing to agency sales and client relationship management approaches).
- Lead all agency services scoping and statement of work authoring, including project profitability analysis and resource planning.

Highlights

- Increased department profitability margin from a negative percentage to 45% average.
- Organized disparate staff and locations from multiple business acquisitions into one efficient and productive family.
- Handled talent acquisition, staffing strategy and, and day-to-day team leadership.
- Greatly increased team morale and developed a positive culture of creativity and passion.
- Integrated Digital and Creative Services across SEM, Social Media, Email, Analytic, and other Agency L.O.B.
- Authored and lead policies and processes from the team skillset level up through the business operations level.

EPSILON / BIG DESIGNS INC – DIRECTOR OF DIGITAL AND CREATIVE SERVICES

- Operational and Staffing leadership of the Digital and Creative Services group.
- Ongoing mentorship to a traditional print design team towards expertise in digital design, and user experience.
- Hands-on (production participating) Director across all department disciplines.
- Project Management, User Experience, Creative Services, Development (UI, CMS and Custom Applications), and QA.
- Lead Research and Development efforts towards new digital and creative capabilities.
- Provide Sales and Client Services guidance as the creative, and development subject matter expert.

Highlights

- Joined the creative design agency Big Designs to build out the digital services capabilities, supporting resources, and author related process and policies. Led the digital and creative service offerings towards 80% of business revenue, ultimately leading to the agencies acquisition by Epsilon Interactive.
- Stepped into Epsilon Interactive, to successfully turn around challenged digital and creative lines of business while expanding on the agency capabilities.