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Tim McGee

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timmcgee.me  
Houston, Texas

I'm a **digital strategist** and **marketer** with more than a decade of experience leading cross-functional teams to deliver projects that achieve key business objectives.

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## Experience

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### DIRECTOR OF MARKETING

JUL 2022 A.H. Beck Foundation Company Converse, TX  
PRESENT Led a strategic overhaul of the brand's digital presence and visual identity, aligning the website and marketing materials with the company's market-leading expertise. The result was a revitalized brand narrative that resonated with the target audience and supported key company objectives.

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### DIRECTOR OF MARKETING

JUL 2022 National CCIC A.H. Beck Subsidiary  
PRESENT Led a user-centric website redesign improving user experience and conversions, integrated cutting-edge CRM and automation software to improve engagement and workflow efficiency, and executed targeted SEO and PPC campaigns to boost online visibility. I also united sales, marketing, and customer service teams, creating a cohesive strategy that measurably increased revenue and improved the entire customer lifecycle.

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### INDEPENDENT CONSULTANT

JAN 2010 Tim McGee LLC  
PRESENT I've partnered with clients to craft and implement customized marketing strategies and digital campaigns, including impactful websites and brand strategies that enhance online visibility and drive business expansion. I've led dynamic content campaigns across video, podcasts, and social media to elevate brand awareness and affinity, as well as developed robust e-commerce and learning platforms, ensuring my clients not only reach but exceed their diverse business objectives.

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## Skills

### Practical

Strategic Marketing  
Brand Management  
Creative Copywriting  
Digital Media & Content Creation  
Web Design & Development  
PPC & SEO  
Storytelling  
Empathic Listener  
Team Management  
Graphic Design

### Technical

HTML, CSS, JavaScript  
WordPress, Squarespace  
MS Office Suite, Google Workspace  
Final Cut Pro X, Apple Motion  
Google Analytics, AdWords  
Generative AI Technologies  
Adobe Suite & Affinity Suite

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## Education

2010 – 2012  
Entrepreneurship, BBA  
**Baylor University**