

Peter Ingersoll

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Digital Marketing Expert

Successful hands-on professional who applies inventive and effective technology-based solutions to sales, marketing, communications, and business challenges. Proven ability to plan, build, and launch web sites, e-commerce, intranets, social media, marketing campaigns, tools, etc., rapidly and efficiently. Engaged adviser in the board room, on the front line, and with clients. A go-to person who provides insight, imagination, and leadership to deliver results. A passionate, pragmatic visionary with over 30 years of B2B, newspaper, and agency experience. Broad and valuable skill set includes:

- Digital marketing strategy and execution
- All aspects of website development
- E-Commerce site management
- Content marketing & marketing automation
- Intranet and internal communications
- Social media / social networking
- Search engine marketing & analytics
- Project & team management
- Account management & sales support
- CRM, database marketing, & list management
- Direct and email marketing
- Digital & print document layout & production
- Graphic design & data visualization
- Sales presentation and proposal development

Experience & Accomplishments

Online Marketing Consultant and Developer

September 2011 – Present

Ingersoll Interactive, LLC, South Windsor, Conn.

Specialized in digital marketing for small businesses, B2B companies, logistics companies, and nonprofits.

- Consult and advise on digital marketing strategies, best practices, and implementation.
- Develop and manage E-Commerce sites for B2B and B2C online sales.
- Achieve business objectives through digital media, social networking, and website development.
- Content marketing development, including eBook production and email campaign management.

Digital and eBusiness Team Lead, North America

December 2014 – September 2015

Henkel Corporation, Rocky Hill, Conn. & Düsseldorf, Germany

Manage the digital and eBusiness initiatives in North America for a global leader in consumer and industrial adhesives.

- Managed digital marketing staff, providing leadership, training, and insights to increase department effectiveness.
- Developed digital strategies with business units to support marketing initiatives and customer interactions.
- Member of global team implementing digital and eBusiness strategies. Responsible for the North America region.
- Developed and managed relationships with internal resources and external agencies to deliver digital solutions.

Founding Partner

March 2012 – February 2014

DMTalentNow.com, LLC, South Windsor, Conn.

Founding partner, development manager and marketer for innovative employment agency for the direct mail industry.

- Built and maintained our website, produced content, and managed our social networking.
- Developed our online business platform and customer relationship management system using cloud-based tools.
- Managed contact list and produced email campaigns and newsletters.

Senior Manager, Marketing

June 2000 – September 2011

Kuehne + Nagel, Naugatuck, Conn., Jersey City, N.J. & Schindellegi, Switzerland

Provided interactive and traditional marketing support for one of the world's largest supply chain logistics companies with offices in 100 countries and annual net revenue over \$25 billion.

- Selected by the management board to redesign and deploy new corporate website.
 - Wrote business plan to obtain executive support. Delivered site within compact time and tight budget.
 - Worked with multinational team and client departments. Directed technical support staff.
 - Hired, trained and managed programming and content development staff.
- Conceived and launched intranet sites to support sales teams for various business units, products, & verticals.
- Successfully supported numerous business units in a matrix organization structure.
- Provided sales support from lead generation to proposal delivery. Directly contributed to record sales and growth.
- Successfully managed the rebranding of USCO Logistics to Kuehne + Nagel after acquisition in 2001.
- Took ownership, migrated to new platform, and redesigned website, originally IT-managed and agency-developed.

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Web / Interactive Producer

October 1998 – June 2000

NetFeat, a subsidiary of Mason & Madison (now Mason, Inc.), Bethany, Conn.

First hire by web development and interactive marketing agency launched by an established advertising agency.

- Worked with account executives and directly with diverse B2B and B2C clients to propose, develop and deliver dynamic websites, online advertising, and digital media.
- Hired and managed a staff of creative and technical staff.
- Managed multiple client relationships, vendors and staff in a high-pressure agency environment.
- Delivered data-driven sites, intranets, and web advertising to meet client's business requirements.
- First-year success resulted in seven additional hires and profits four times forecast.

Web & Marketing Roles

May 1987 – October, 1998

The Hartford Courant, Hartford, Conn.

Various titles represent a continuum of evolving, innovative and self-initiated roles – each is “first in new position.” Worked in and with circulation, advertising, news, and IT departments.

- Major role developing electronic publishing, IVR & Internet initiatives. Provided strategic consultation to executives.
- Initiated & maintained highly-received intranet site. Designed & programmed content management tool.
- Created searchable & dynamic web content for original *Hartford Courant* site.
- Developed methods for extracting data from, and delivering data to, the newspaper publishing system.
- Developed interactive voice response (IVR) applications, attracting IBM attention for newspaper industry product.
- Developed methods for mass production of personalized direct mail campaigns and response analysis.
- Developed method for tracking & predicting retention of customers acquired by various offers and sources.
- Project leader of Times Mirror's east coast pilot program for database marketing.
- Recognition includes the *Hartford Courant* Quality Service and Innovation Award and the coveted Heart & Crown award for Outstanding Customer Service in support of the advertising department.

Skills & Software

Skills adaptable to other software, CMS, tools, etc. I've used far more applications than listed here. These are some favorites.

- WordPress CMS, Genesis framework, Apache, IIS, PHP, MySQL, HTML, CSS, ColdFusion.
- HubSpot Sales & Marketing (CRM & Website)
- Other CMS: Adobe AEM, OpenText, Joomla, Drupal, TYPO3, ExpressionEngine, etc.
- CRMs & Automation: Salesforce, Act-On
- Adobe Creative Suite / Creative Cloud
- Google Analytics, Tag Manager, Search Console, AdWords.
- Social Media: LinkedIn, Facebook, Twitter, YouTube, SlideShare, Pinterest, etc.
- SproutSocial, Hootsuite, Buffer, IFTTT, etc.
- Email marketing: MailChimp, AWeber, etc.
- Countless cloud computing and online applications – often working in combination.
- Database management.
- Microsoft Office Professional.
- Presentation development expertise.

Education

University of Hartford (1981-1983)
West Hartford, CT

Central Connecticut State University (1989)
New Britain, CT

Numerous business-sponsored training and education, including management, sales, and technical development.

Continuous Online Education.

Please visit www.peteringersoll.com and www.linkedin.com/in/peteringersoll/

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Websites

Current Sites

- hschmidt.com
- newenglandsilica.com
- chcact.org
- slobodkinafoundation.org
- skyscrapersandwichtruck.com
- noujaimtools.com
- sptcommunications.com
- deardaycareparent.com
- vineyardthimble.com

Recent Logistics Sites

- kanbanlogistics.com (*currently redesigning*)
- acuitivesolutions.com (*support, will be redesigning*)
- amwarelogistics.com
- servicefreight.com
- glweststardubai.com
- logisticsmarketing.com

Henkel (Loctite) North America Sites

Note that Henkel cut all budget dollars to redesign primary site on new platform soon after my hire (to redesign websites).

- henkel-northamerica.com
- us.loctite-success.com
- na.henkel-adhesives.com
- soldergamechanger.com
- loctiteproducts.com
- lepage.ca
- ositough.com
- henkeladhesivesna.com/blog
- equipment.loctite.com

Other Sites

- Kuehne + Nagel: kn-portal.com
Built original usco.com website, converted to Kuehne + Nagel site when USCO Logistics was acquired. Advised on development of new KN-portal.com. I also built the USCO / KN intranet.
- The Hartford Courant
I was part of a small team that developed the original Hartford Courant newspaper website. My primary contribution was developing methods of extracting content from the printing system into a database for searching on the website (e.g., obituaries, events, etc.)
- Sites developed at NetFeat
Most of these sites hit an end-of-life and/or industrial companies have been acquired by global players. Some customers included Nash Engineering, Enthone, Precision Engineering, Charrette Art Supply, Hartford Steam Boiler, Mass Mutual, and many more.