

# JIM DINGUS

Richmond, VA | 804.855.9760 | [jdingus@onenterframe.com](mailto:jdingus@onenterframe.com)

[LinkedIn Profile](#)

---

## SENIOR MARKETING MANAGER | STRATEGY + CREATIVE EXECUTION

Hands-on marketing leader with 20+ years of experience building and executing **integrated marketing systems** that drive measurable growth for small to mid-sized companies. Combines **strategic planning, creative execution, and digital expertise** to own full marketing ecosystems — from brand strategy and campaign development to performance analytics and team leadership.

### Key Achievements:

- Generated **\$4M in equipment sales** in one year through digital and social campaigns
  - Managed **\$700K+ annual marketing budget**, consistently under budget
  - Increased **website traffic double digits annually** through SEO, UX, and content optimization
  - Successfully **managing the delivery of a new brand** across all channels
  - Managed small teams and external agencies while remaining **deeply engaged in campaign production**
- 

## CORE COMPETENCIES

- Marketing Strategy & Execution
- Brand Architecture & Positioning
- Digital Advertising (Google Ads, Meta)
- SEO / SEM Optimization & Website Strategy
- Content Development & Campaign Management
- Performance Analytics & Reporting (GA)
- Marketing Automation & Email Campaigns
- Social Media Growth & Reputation Management
- Budget & Vendor Management
- Creative Direction & Design Oversight
- CRM (Microsoft Dynamics)
- WordPress & CMS Management

---

## PROFESSIONAL EXPERIENCE

### MARKETING MANAGER

*McClung-Logan Equipment Company | 2021–Present*

Lead **full marketing function** for multi-location industrial equipment company, combining strategy, digital, creative, and brand execution.

- Generated **\$4M in attributable sales** through digital and social campaigns
- Managed **\$700K annual marketing budget**, consistently under budget while delivering results
- Increased **website traffic and lead quality** through UX, SEO, and content strategy
- Oversaw **Google Ads and Meta campaigns**, audience segmentation, and ROI optimization
- **Managed the delivery of a new brand**, including visual identity, messaging, and rollout across all channels
- Directed social media growth, trade shows, company events, manufacturer co-op marketing, and branch-level branding
- Supervised internal staff and external agency partners, driving full-cycle campaign execution across **digital, print, email, and collateral**

### ASSISTANT VICE PRESIDENT | DIGITAL MARKETING MANAGER

*Village Bank | 2016–2021*

Transformed digital marketing into a **data-driven growth engine** for a regulated financial institution.

- Increased new website users **28%** through SEO and UX improvements
- Grew social media audience **71%** via structured content strategy
- Managed paid campaigns across **Google, Facebook, LinkedIn, and Twitter**, with analytics-driven optimization
- Led website redesign, landing page optimization, brand integration, and email campaigns
- Produced executive video communications and managed vendor relationships and digital performance reporting

### COMMUNICATIONS CHANNEL MANAGER

*Capital One | 2015–2016*

Managed enterprise internal communications platforms and digital content.

- Designed and maintained multiple intranet sites
- Produced executive video communications and digital collateral

- Monitored performance using Adobe SiteCatalyst and enforced brand standards

## MARKETING DIRECTOR

*Cantor Stoneburner Ford Grana & Buckner, P.C. | 2010–2015*

Directed all marketing for a multi-practice law firm, driving measurable business growth.

- Increased case intake **25%** through integrated marketing campaigns
- Boosted website traffic **55%** through SEO/SEM strategy and content optimization
- Grew social media following from zero to 4,000+
- Managed legal directory presence, press strategy, email marketing, and video campaigns

## OWNER | MARKETING & DESIGN CONSULTANT

*on enterFrame, LLC | 2002–2010*

Founded and ran a full-service marketing consultancy for **financial, healthcare, legal, manufacturing, and nonprofit clients.**

- Built **brand strategies, websites, and multi-channel campaigns** from concept to execution
- Managed all aspects of business operations including client acquisition, sales, and project management
- Served as **primary strategic advisor** to executive clients, producing measurable marketing results

---

## EDUCATION

**Bachelor of Science, Journalism (Advertising/Public Relations)** – Radford University  
Business Minor | Additional coursework in Business – Chowan University