
NATHAN J. DAY

International Marketing Professional

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OVERVIEW

Strategic international marketing professional with over 21 years of experience advising and working with businesses in delivering marketing strategies that increase sales both nationally and internationally. Extensive experience in market research, data analytics, relationship building, marketing platforms, and strategy development. Hands-on, self-driven professional who is organized, works well with others, has excellent communication skills, is a strategic thinker, has an eye for the details, and a proven track record of leading teams in achieving results.

EXPERIENCE

International Trade Manager

April 2019 – Present
VEDP International Trade
| Virginia

Serve as International Trade Manager for VEDP International Trade where I am responsible for advising and supporting Virginia companies in growing their international sales.

- Helped over 145 companies in 41 countries identify international opportunities and develop marketing strategies that differentiated them and supported revenue growth and increased profits.*
- Worked with global company impacted by COVID to secure new agreements in Mexico and South America, enabling them to double their workforce locally.*
- Worked with partners to secure product certification in international market for Virginia company which prevented a loss of \$12 million in revenue.*
- Awarded three individual bronze leaves for my service to Virginia companies in helping them grow their international sales.*

International Public Relations

March 2018 – December 2018
Foot Levelers
| Virginia

Served as public relations lead for a multi-national healthcare company where I was responsible for overseeing public relations and assisting with developing marketing strategies for operations in Australia, Canada, Europe, Japan, and the United States.

- Published articles in international publications and the company's first ever article in a national industry publication in Australia.*
- Developed and launched a social media influencer program and successfully recruited world famous National Geographic photographer with over 4.6 million followers on Instagram.*
- Helped develop ads for Golf Digest Japan promoting endorsements of company's products from Japan's top golfers.*
- Secured endorsement of product and published article from Major League Baseball athletic trainer in national industry publication.*

Strategic Advisor

June 2006 - March 2019
Day & Co
| Virginia

Founded my own consulting firm that advises businesses and politicians on strategy, branding, and marketing.

- Analyzed market data and changed multi-million-dollar real estate investment company's marketing plan to include digital advertising which resulted in an increase in \$200,000 in revenue.*
- Led re-branding initiative for international nuclear software company across all digital, print, and online media.*

- Created and managed marketing campaigns for five successful state political campaigns including messaging, website development, executing direct-mail campaigns, and overseeing all digital communication strategies including Google Ads, SEO, and Social Media platforms.
- Designed and implemented website, social media, SEO, and Google Ads programs for startup to build brand awareness.
- Redefined messaging for civil engineering firm to better compete against larger competitors for government contracts.

Chief Marketing Officer

December 2015 - June 2016
Lynchburg Airshow Operating Group
| Virginia

- Led marketing team and oversaw all marketing efforts for the 2016 Lynchburg Regional Airshow featuring the U.S. Navy Blue Angels.
- Designed marketing strategy and oversaw branding, messaging, marketing campaign development, and all communications for the 2016 Lynchburg Regional Airshow.
 - Managed the creation and implementation of all digital, print, and online media content for TV advertisements, website, print and online ads, SEO and PPC programs, billboards, social media, and email campaigns.
 - Made media buys and personally negotiated all media contracts and sponsorships that totaled over \$175,000.
 - Developed new analytics capabilities to measure consumer response to marketing tactics to track performance and guide investment.

Financial Services Professional

June 2008 – 2009
Mass Mutual Financial Group
| Virginia

- Served as a financial services professional for small businesses where I was responsible for helping small businesses improve their financial health.
- Reviewed their investment strategy and made recommendations to improve their investment portfolio's performance.
 - Helped address cash flow issues with financial strategies and improving management processes.
 - Provided analysis of risk management strategy and made recommendations to improve protection.
 - Responsible for prospecting and building new client relationships for the firm.

Safety Coordinator and Field Agent

March 2006 – June 2008 Atlantic Southeast Airlines
| Virginia

- Served as Safety Coordinator and Station Agent at local field station to ensure safe and enjoyable experience for customers flying Delta Airlines.
- Responsible for helping coordinate security and heading up emergency response program.
 - Helped customers with ticket sales, check-in, boarding, and travel issues.
 - Maintained daily operations of the field station such as fueling of planes, inspecting planes and equipment, and ensuring procedures were being followed.

Business Development Specialist

June 2004 – 2005
Alpha Omega Resources
| Virginia

- Alpha Omega Resources was a full-service human resource and staffing company. As a member of the business development team I was responsible for helping rebuild the sales department and managing contracts.
- Responsible for networking and building relationships with companies that needed employment services.
 - Negotiated contracts and assessed staffing needs for companies such as BB&T, Flowers, and J. Crew.
 - Provided human resource consulting to companies in helping them develop job descriptions, compensation packages, and human resource policies.
 - Managed contract for the recruitment and hiring of sales positions for Fortune 1000 company.

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Business Mentor

The GAUNTLET: Virginia's Largest Business Program and Competition

Founding Member

VECTOR SPACE: Nonprofit maker space in Lynchburg, VA

EDUCATION

B.S. Business Administration

Liberty University | Virginia

Bachelor's Degree in Business Administration with a Specialization in Marketing.

SKILLS

*Microsoft Office Suite
Adobe Creative
Website Design and Management
Relationship Building
Consulting
Leading Workshops*

EXPERTISE

** Strategy
* Marketing
* Project Management
* Data Analytics
* Budgeting
* Government and Community Relations
* Leading Teams
* SEO, Digital Advertising*