

Robby Moss

Data-Driven Marketing Leader | Transforming Strategies into Tangible Results

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EXPERIENCE

Content Recovery Specialists, Pittsburgh, PA — Marketing Director

June 2024 - Present

- Driving significant revenue growth through strategic marketing initiatives across corporate and 10+ franchise locations.
- Building and leading a small but high-performing marketing team responsible for brand development, digital marketing, and customer acquisition.
- Enhanced brand visibility and market share through targeted campaigns and effective messaging.
- Optimized marketing ROI by leveraging data analytics and implementing performance-driven strategies.

Tough Terrain Media, Pittsburgh, PA — Founder

April 2024 - Present

- Lead high-performing marketing and consulting teams, delivering tailored solutions for clients in healthtech and other niche industries.
- Develop and execute comprehensive B2B marketing strategies resulting in increased market share and revenue growth.
- Craft compelling brand narratives and position clients as industry thought leaders.
- Drive pipeline growth through effective B2B sales cycle and lead generation strategies.
- Analyze market trends and competitive landscapes to inform strategic decision-making.
- Launch and scale successful marketing campaigns across digital, social media, and traditional channels.

UPMC Enterprises, Pittsburgh, PA — Lead Communications Specialist

May 2021 - April 2024 - Affected by a company-wide reduction in force.

- Developed comprehensive marketing and communication strategies aligned with UPMC Enterprises' business goals, covering areas such as employee engagement, business development, product launches, and brand positioning.
- Directed the research, writing, design, and production of materials for UPMC Enterprises and its portfolio companies, ensuring accuracy and effectiveness in communication.
- Served as a trusted marketing consultant and spearheaded marketing initiatives for early-stage life science and digital health ventures from inception to launch, contributing to the success of new ventures through traditional and digital marketing.

SKILLS / COMPETENCIES

Google Marketing Platform

Google Analytics

Google Tag Manager

HubSpot

Salesforce / Engagement Studio

Canva

WordPress

HTML/CSS

Copywriting

Strategic Planning

GTM Planning

Email Automation

Event Planning

Audio Production

Search Engine Optimization

Paid/Organic Social Media

MS Office Suite

G-Suite

EDUCATION

Westminster College, New Wilmington, PA — B.A. Public Relations

AUGUST 2012 - MAY 2016

I obtained my Bachelor of Arts degree in Public Relations. In addition to being a full-time student, I was also a four-year letterman and all-conference football player.

- Oversaw the curation, design, and development of our quarterly newsletter “Small Bytes” as well as robust email automation programs for portfolio companies.
- Established and managed a robust marketing analytics program benefiting UPMC Enterprises and its affiliated companies, driving data-driven decision-making.
- Hosted, edited, and produced the UPMC Enterprises "Ventured" Podcast, fostering engagement and thought leadership within the industry.
- Managed all SEM and paid social media on a global scale for UPMC Enterprises and its portfolio companies.

Spurk HVAC, Warrendale, PA — Marketing Manager

March 2020 - June 2021

- Created and managed all outbound marketing communications in both digital and traditional formats.
- Pushed the adoption of new technologies to make the business more efficient.
- Created and managed marketing plans and budgets including co-op marketing.
- As a result of my campaign creation and management we had:
 - Increased new customers by 43% YoY
 - Increased number of jobs by 22.5% YoY
 - Increased average job revenue by 6% YoY

Duckstein Restoration, McKees Rocks, PA — Marketing Manager

April 2018 - March 2020

- Created and managed all outbound marketing communications.
- Developed, created, and executed the marketing strategy and campaigns.
- Acted as an account executive to strengthen relationships with insurance carriers, third-party administrators, and corporate clients.
- Created a one-of-a-kind customer experience by bridging the gaps between marketing, communications, and service.
- Developed and implemented new technologies and procedures in order to help the company run more efficiently and scale.
- Designed and built all digital and traditional marketing material.
- Created, designed, and executed all automated emails through Pardot.
- Acted as our in-house Salesforce administrator.
- Implemented Salesforce Field Service Lightning across all 4 business units.
- Recruited, hired, and trained both administrative and sales staff to hit and exceed quota.
- Effectively managed budgets to maximize ROI.