



# Brent Hoard

Senior Director of Digital Strategy

 brent@brenthoard.com

 804.357.0270

 Midlothian, Virginia

 [Linkedin.com/in/BrentHoard](https://www.linkedin.com/in/BrentHoard)

## SKILLS

Leadership  
Project Management  
Technology Leadership  
Marketing Leadership  
Enterprise Systems Planning  
Web Development  
Marketing Planning  
Needs Assessment  
Performance Improvement  
Staff Mentoring & Coaching  
Training Development  
Contracts & Negotiations  
Project Planning

## EDUCATION

**Ph.D. Instructional Design & Technology**  
Old Dominion University  
2016

**M.S. Instructional Technology**  
East Carolina University  
2011

**B.S. Technical Communication**  
Mercer University  
2003

## SUMMARY

I provide leadership, vision, and direction to the planning, design, engineering, and maintenance of complex digital communication and marketing strategies with measurable results and ROI. Additionally, I supply powerful capabilities in the support of change management within organizations, particularly related to the use of web technology, and inclusive of staff or workforce development.

## PROFESSIONAL EXPERIENCE

### SENIOR DIRECTOR OF DIGITAL STRATEGY

Sep 2022 - Present

Randolph-Macon College, Ashland VA

- Lead strategy development through to implementation of innovative large-scale, multi-platform digital campaigns while connecting to the College's strategic business goals and developing effective objectives and tactics consistently measured with well-defined KPIs
- Manage enrollment paid digital marketing campaigns targeting prospects, inquirers, admits, parents, and alumni with spend rates averaging \$18,000 - \$20,000 per month (Google Ads, Meta Ads, LinkedIn Ads & Spotify), while thoroughly tracking / measuring ROAS
- Provide leadership and management to College search engine optimization (SEO) strategies, web site optimization (page vitals), and mobile usability through the use of a variety of qualitative and quantitative measures / data
- Manage development resources and staff, product enhancement needs (including UX), and workflow for the college's primary web properties and mobile apps, including assessment of effectiveness as recruitment tools for prospective undergraduates
- Analyze existing digital channels and capabilities to identify areas of opportunity, growth, or innovation, then actioning with an eye to College strategic plan and also near-term marketing objectives
- Supply technical team leadership, consultation and management to College-wide web redesign and content port (2022-2023) including adoption of WordPress and a PHP-based technology stack from previous Azure and .NET/MVC tech stack
- Manage enrollment marketing activity in relation to enrollment CRM (Slate) to create, modify and streamline email comms, personalization and portals, along with other data and web funnel information to senior staff
- Manage daily operations and individual professional development / evaluation of a team of developers and part-time student employees, in addition to accessibility compliance matters (ADA, 508, WCAG 2.0)

### DIRECTOR OF WEB SERVICES

Jul 2014 - Sep 2022

Randolph-Macon College, Ashland VA

- Directly produced and provided leadership to the development team responsible for the College's websites, mobile applications, paid digital marketing strategies, and related digital initiatives, while maintaining these platforms to be user-focused, responsive, accessible (WCAG), and engaging to all core college constituencies, including alumni, parents and prospective students

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## TECHNICAL SKILLS

Web Analytics (e.g., Google Analytics, Matomo, Hotjar)

Marketing Analytics

Digital Advertising (e.g., Google, Meta, LinkedIn, Bing, Spotify)

Slate CRM

Asana

Adobe Suite

Visual Studio (.NET MVC)

HTML 5 / CSS

SQL

Azure

Accessibility

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## REFERENCES

Available Upon Request

## PROFESSIONAL EXPERIENCE *continued*

### DIRECTOR OF WEB SERVICES

Jul 2014 – Sep 2022

*continued*

- Lead the design and implementation of hybrid and progressive web applications (PWA) for college recruitment and marketing programs, including best-in-class virtual tour app for both iOS and Android, while also saving the organization more than \$200,000 over proposed vendor costs
- Engineered a successful web content audit and needs assessment to refine and realign 70,000+ content items on the college's public web site and Intranet, leading to a >97% reduction in overhead
- Managed and lead daily operations for outward-facing, primary student recruitment web platform site for Randolph-Macon College
- Directed implementation and migration from Sitecore to Sitefinity
- Lead the adoption and migration of Classic ASP / VBscript application stack into .NET / VB.NET while serving as the College's primary web developer

### WEBMASTER

Oct 2004 – Jul 2014

Randolph-Macon College, Ashland VA

- Managed and lead daily operations for outward-facing, primary student recruitment web platform site for Randolph-Macon College
  - Lead the adoption and implementation of the College's first web content management solution (Sitecore), and the migration of content from static Dreamweaver templates into the CMS environment
  - Developed, deployed, and managed training regime for diverse and distributed campus workforce of web content contributors and content owners, including performance assessment
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## PROFESSIONAL SOCIETY MEMBERSHIPS

American Marketing Association

Association for Educational Communications & Technology

College Communicators

Higher Ed Web Association

International Society for Performance Improvement

Society for Technical Communication

Virginia Society for Technology in Education