

Rolf Louisdor

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E X P E R I E N C E

Senior Marketing Manager | MJRealEstateSolves

2020 - Present

- Developed and executed comprehensive marketing strategies that increased brand awareness and client engagement.
- Built and maintained strong relationships with clients, leading to increased referrals and customer loyalty.
- Conducted regular visits to key clients and stakeholders, providing updates on services and addressing concerns.
- Implemented marketing campaigns to boost brand visibility and patient volume.
- Tracked and analyzed marketing data to measure success and identify areas for improvement.
- Spearheaded SMS center!
- Implemented AI for prequalification

Marketing Manager | Morgan Exteriors Inc

2016 - 2020

- Developed and executed marketing strategies that increased sales from \$25 million to \$65 million through lead generation and client relationship management.
- Developed Call center Team
- Coordinated production of marketing collateral and managed budgets, estimates, and contracts.
- Engaged in business development efforts to expand market reach and grow key accounts.
- Improved targeting and increased conversions through video and interest-based ads.
- Negotiated with vendors and partners to secure optimal terms and advance marketing objectives.
- Spearheaded new lead generation platforms different online funnels
- Develop rehash campaigns utilizing mail, SMS, and calls

Marketing Specialist | Sun & Protection of Florida

2014 - 2016

- Restructured sales team and sales funnels to improve lead closing rates.
 - Over seen Development of website and product lunch
 - Conducted market research to identify new business opportunities and trends.
 - Collaborated with internal teams and external partners to ensure successful marketing campaigns.
 - Engaged in community outreach activities to enhance brand presence and customer engagement.
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EDUCATION

Bachelor of Science in Computer Science

Full Sail University | 2014

SKILLS

- **Healthcare Marketing:** Proven experience in developing and maintaining relationships with healthcare professionals to generate referrals.
 - **Building Team**
 - **Lunching Products and Services**
 - **Analyzing calls to improve in leads closing rate**
 - **Analyzing market trends to tailored based digital ad campaign for product or services**
 - **Communication and Networking:** Excellent communication, networking, and relationship-building skills to interact effectively with physicians, nurses, and healthcare administrators.
 - **Strategic Marketing Management:** Proven experience in developing and executing comprehensive marketing plans, including brand awareness and patient volume growth.
 - **Market Analysis:** Ability to monitor market trends and competitors to identify opportunities for growth.
 - **Event Participation:** Experience organizing and participating in health fairs, exhibitions, and meetings to promote services.
 - **Data Analysis:** Skilled in tracking and analyzing referral data to measure success and identify potential areas for improvement.
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REFERENCES

- **MJRealEstateSolves** | COO: Mitsonky | Phone: (941)-759-8582
- **Morgan Exteriors Inc** | Head of Marketing: Joseph | Phone: (941)-718-7542
- **Sun & Protection of Florida** | CEO: Robert | Phone: (941)-545-3240

