

# RICHARD BARON

## Chief AI Marketing Strategist and Digital Growth Leader

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Ambler, PA 19002

## EXPERIENCE

### Founder/Senior Marketer

#### WhatsNet

1/2008 - 12/2024 📍 Ambler, PA

Founder of WhatsNet – Integrated marketing strategy, AI solutions, Enterprise SEO projects, development, analytics. Campaign implementation for Scotts, Regroup, Viceroy Hotels, Ultimate Shade

- Spearheaded AI-powered SEO audits using tools like SurferSEO and NeuronWriter to identify ranking gaps and optimize content velocity.
- Implemented AI content workflows (Jasper, Copy.ai) to generate long-form blogs, ad copy, and metadata, reducing content production time by 60%.
- Built automated lead generation funnels using ChatGPT and Make.com to qualify leads and respond with dynamic email replies.
- Created prompt libraries and templates for sales teams to use AI effectively in LinkedIn outreach, proposal writing, and objection handling.
- Developed AI-driven PPC optimization using Google Ads scripts and Smart Bidding, leading to a 32% decrease in cost-per-lead.
- Ran multivariate email campaigns powered by AI A/B testing to maximize open and conversion rates for client promotions.
- Enterprise-level strategy, keyword research, geo-mapping, gap analysis, digital analysis, backlink analysis, on-page optimization, Adobe asset migration (Ultimate Shade), technical audits, tags, KPI goals, competitor audits Website development (three sites) enterprise project for Nobles Sales and Logistics
- Access project scope, SOWs, account management, client presentations
- Digital campaigns, SEO training for Prudential Investments
- Data mine, forecast, tag manager, analyze, and deliver KPIs and insights
- Create intuitive Tableau dashboards for stakeholders
- Conversion strategies and problem solving for web properties and email campaigns
- Collaborate, communicate digital analytics findings, and make recommendations to senior management
- Analytics and NPS Optimization for Barclay Card US
- Track customer response identify pain points utilizing Verint, Tealeaf and Adobe Analytics. Jira utilized for product marketing
- Analyze fraud issues and provide insights
- Present data findings and next steps
- Digital projects with a 360 view of client sites, competition, PPC, organic SEO, social voice
- Senior-level analytics experience includes Google Analytics, Tealeaf, Verint, AdWords, GDN, Site Catalyst and open-source analytics programs, solid background in traditional database analysis
- Produced PPC dashboards, implementing customized analysis through Google Analytics, database development at digital agencies for their clients and brands. Ferraro (Heinz, Classico Spaghetti, Ore-Ida, Weight Watchers), Oxford Communications, Regroup, Lanmark 360 (Probiotics), ELS, and others

### Chief Marketing Officer

#### DG Sentinel

10/2022 - 12/2023 📍 CA

- Establish marketing department, budgets, set department goals and objectives, create review process, resources
- Produce 60+ page marketing strategy includes plans for PPC, SEO, Integrated AI analytics platforms (like Pecan and MonkeyLearn) to detect engagement trends across social media, newsletters, and donor lists.
- Used ChatGPT and Claude to craft executive messaging, PR releases, and content re-purposing from webinars, saving 100+ hours annually.

## MARKETING PROJECTS & CAMPAIGN HIGHLIGHTS

### Go-To-Market Strategy

The Go-To-Market Strategy for NantHealth NaviNet focused on streamlining provider-payer communication. It targeted healthcare organizations, with integrated marketing, emphasizing improved outcomes, reduced administrative burdens, and fostering collaboration through NaviNet's secure, user-friendly platform.

### Cause-Campaign with PSA Video

Created influential AllPayer marketing campaign comprised of content, collateral, webinars, direct mail supporting the effective cause-related event

### Sales Support Program

The sales program empowered teams with tailored training, marketing materials, and real-time data insights, enabling them to effectively demonstrate NaviNet's value in streamlining provider-payer collaboration and improving healthcare operations.

### Deep Analysis

Used a variety of analytic tools and systems to provide consistent reporting of customer insights, competitors and product.

### SEO Training

Provided 1-to-1 training and SEO group training to Prudential Investment's personnel. Optimized numerous SEO plans.

### Forensic Research and NPS Projects for Barclay Card

Implemented forensic projects at Barclay to identify nefarious site visitors.

### Launched Three Noble Websites

Led development and simultaneously launch three websites: HD Supply, Gov, and consumer site.

### HIMMS Focus Group

Created and implemented focus group at HIMMS Association, introduced new healthcare product.

## EXPERIENCE

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### Senior Digital Marketing Consultant

#### Guidewire

03/2022 - 08/2022

San Mateo, CA

Create an extensive product marketing and communication plan focused on insurance digital product strategies, naming, ABM, analytics.

- Redesign product 'bundle' descriptions and communications
- Hands-On product roadmap with industry research, videos, marketing collateral, trade shows, webinars.
- Develop video to present design-led planning and features
- Establish digital product communications (presentations and internal messaging).
- Strong track record of delivering high-impact campaigns that consistently exceed client plans.
- Oversee and execute plans for 'Field Friday', an internal presentation to a world-wide audience of sales and support associates
- Develop an extensive library of customer success digital stories across the organization
- Drive team producing customer journey maps for sales team use
- Support development of marketing plans, improving communications
- Redesign internal Highspot platform with improved content, video, customer stories
- Drive brand awareness, and generate significant ROI
- Positioning, competitive analysis, thought leadership, training, design-led engagement
- Provide creative slogans, product placements, establish payer e-letter.
- Oversee the planning and execution of key brand marketing activities related to positioning and product. ☑ Created an AI-assisted content hub that suggested case study reuse and topic clusters based on product feedback and ABM targeting.
- ☑Ran a pilot program using Synthesia to develop AI-generated product videos tailored to segmented customer personas.

### Senior Healthcare Marketing Consultant

#### NantHealth NaviNet

06/2018 – 03/2021

Winterville, NC

Create lead-generating year-long marketing strategies, thought leadership, POVS, collateral, sponsorship opportunities, ecommerce partnerships Support product roadmap and divisions with research, videos, marketing collateral, trade shows, webinars

- Oversee all division conferences including HIMSS, AHIP, MGMA, and WEDI
- Produce and implement integrated marketing campaigns to support AllPayer products and Medicare cross-promotions.
- Create CoverMyMeds promotions
- Exceed branding objectives delivering innovative and targeted collateral
- Oversee, project manage and lead enterprise web development, producing a new, 400+ page enterprise website in six months
- Drive direct marketing supporting sales in ABM customer acquisition drive
- Lead team for Spark creative competition, winning 1st place twice with unique connectivity and health plan idea
- Work collaboratively with IT, NaviNet, Connected Care, Eviti (evidence-based SaaS platform), GPS and product development to achieve goals and exceed performance plans
- Develop brand opportunities through partnerships (pharmaceutical promotion with
- Times RX, population health management), cross promotions, major customer events

## TECHNOLOGY EXPERTISE

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Adobe Analytics  
 AI Development and Implementation  
 Sales Force, HubSpot, Pardot  
 ABM  
 Go-to-Market Strategy  
 Affiliate Programs  
 Sales Support  
 CSS  
 Javascript  
 AdWords  
 Brand Development  
 CRM  
 Google Analytics  
 KPIs  
 Affiliate Programs  
 Traditional Media  
 Social Media Strategy  
 PPC  
 Leadership  
 Cross Promotions  
 Content Development

### AI Marketing Tools & Strategies

AI Tools Used: ChatGPT, Jasper, Copy.ai, SurferSEO, Midjourney, Synthesia, Pecan, MonkeyLearn, Fireflies.ai, Make.com, Zapier Analytics Applications:

Generative content creation (blogs, email, social)  
 Automated audience segmentation and scoring  
 Predictive analytics for campaign targeting  
 AI-based video generation and content repurposing  
 Conversational AI chatbots for customer support and marketing  
 Real-time A/B testing and optimization

## ONLINE

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### B2B Sites

<https://seniordigitalconsultant.com/>

<https://www.whatsnet.com>

### Social

<https://www.linkedin.com/in/richardbaron>

### E-Commerce Sites

<http://www.workngear.com/>

<http://www.insightideas.com/>

### NGO And Public Sector

Group Leader

RSVP VEC

04/2023 - Present

Facilitate and support three non-profits

Club Secretary

Kiwanis

01/2021 - Present

Oversee operations for club of 45 members.

Club Member

Rotary

Assist with fund raising activities.

Sertoma Secretary

01/2003 - 01/2006

Operations for 75. Largest chicken BBQ in the US.

Non Profit Marketing over-sight for:

Theatre Ariel, Laurel House

Royal Heritage Society, Social Responsibility Through Me

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## EXPERIENCE

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### Vice President of Marketing and Ecommerce

#### Work 'N Gear

08/2006 - 01/2008  Braintree, MA

- Created, developed and implemented effective b2c and b2b digital marketing plans for retail apparel chain
  - Supported online and traditional campaigns, retention and conversion programs, Google Analytics, transactional emails, organic search optimization, PPC, and customer loyalty club integration
  - Delivered website optimization, landing page design, in-stream and banner ads, and online merchandise sales and loyalty club
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### Vice President of Marketing

#### Forman Mills

04/2005 - 08/2006  Pennsauken, NJ

- Led marketing department for this national multi-unit specialty retail chain with over 35 big box stores.
- Philadelphia Eagles sponsorship
- Accountable for executing online and offline marketing plan and strategies
- Community events, Grand openings
- Executed retail branding campaigns, merchandise events, email campaigns, print inserts, broadcast TV, radio, print

### Director of Marketing

#### Ollie's Bargain Outlet

03/2004 - 04/2005  Harrisburg, PA

- Managed \$4 million dollar marketing and internet budget for major national retail chain.
- Led a variety of initiatives including 3 million circular insertions with program running 21x a year.
- Founded new website <http://www.olliesbargainoutlet.com>, data collection.
- AS400 integration with loyalty program.
- Video initiatives, e-commerce program (NASCAR merchandise) unique sales promotions, affiliate channels.
- Community events, special merchandise events, POP, database analysis and management.
- Email campaigns, radio and TV broadcast campaigns, online and offline loyalty club, direct mail, private label branding programs, media buying, and marketing services.

### Vice President of Marketing

#### Insight Promotions

01/1998 - 03/2004  North America

- Directed all national and international business-to-business marketing and business services.
- Built out new revenue streams with affiliate channel focused on promotional products.
- Oversaw marketing and founded online internet marketing site <http://www.insightideas.com> and <http://www.wackyideas.com> in 2001.
- Product sourcing, premium product design, product branding campaigns, new business development, marketing services
- Call center, fulfillment, overseas distribution

## Insight Promotions (Continued)

- Boosted total sales 25% in the first year by targeting national retailers with unique product programs.
- Sourced International manufacturers and created all marketing programs and managed logistics in support of new initiatives.
- Garnered extensive media coverage including stories in Promo Magazine, Fortune Magazine, Incentive Magazine, and Discount Store News through sophisticated national PR campaigns.
- Added \$1 million in revenues by achieving product placement in Albertsons and Osco Drug stores through a comprehensive direct marketing strategy, email, and web-based search and support.