



# ANDREW PAKULA

## DIGITAL MARKETING MANAGER & WEB DEVELOPMENT SPECIALIST



### PROFILE

I am a self-taught, highly motivated and detail-oriented individual with 20 years of experience in digital marketing & advertising, branding, web development, search engine optimization, ecommerce, content creation and photography. My work is my passion, I love to learn, evolve and creatively express myself with the highest standards. Digitally creating awesome for the masses.



### CONTACT

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### EXPERTISE



### EXPERIENCE

2015 - Present

#### Marketing Manager Sparton Corporation

When Stealth was acquired by Sparton Corp. in 2015 I transitioned into a broader management role and took up new web and marketing initiatives within the parent company and sister company divisions.

Managing a specialized in-house team of web/marketing professionals, I am responsible for developing and implementing the marketing & brand strategy for each of the companies 3 divisions located in Ontario, Pennsylvania and Florida. Leading my team to ensure all projects, product launches and campaigns are executed on time and to an elevated standard of quality.

I was instrumental in developing and implementing from the ground up new websites for the companies Stealth & Aydin Displays brands, building ecommerce revenue from zero to over \$700k USD and dramatically increasing lead generation.

Among the key initiatives I undertook was to implement automation across all our digital marketing platforms including social media, newsletters, press releases and ERP/CRM integration.

2002 - 2015

#### Full Stack Web Developer / Digital Marketing Specialist Stealth.com (Stealth Computer)

Responsible for managing the overall marketing and brand strategy; utilizing analytics to better target our customers and optimize our campaigns. Developed the Stealth website into a large uniquely crafted ecommerce website. The Stealth website showcases content rich products and services which I created and successfully marketed the company via search engine optimization, print & online advertising, press & newsletter campaigns and social media.



### REFERENCE

● **Jim Waddington**  
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● **Ed Boutilier**  
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