

Charlie Waterfall

CREATIVE MARKETING COMMUNICATIONS LEADER

📍 Horsham, PA 📞 267.981.0484 ✉ ch2ofall@verizon.net 🌐 h2ofall.com [in LinkedIn](#)

Professional Summary

Dynamic, results-driven marketing and communications leader with proven ability to craft high-impact strategies that drive customer engagement and business growth. Expertise developing and executing integrated marketing campaigns with responsibilities in content creation, data-driven SEO strategies, impactful digital and print design, and lead-generation tactics that fuel sales pipelines. Adept at balancing strategic planning with hands-on execution, consistently keeping customer-centricity at the core of every initiative, elevating brand presence, and maximizing ROI.

Professional Experience

T2 Systems | Senior Manager, Marketing Communications

June 2023 – Present

- Build and execute a comprehensive content roadmap and integrated marketing campaign strategies that engage audiences, increase brand awareness, and drive conversions.
- Plan and implement customer nurturing and lead generation initiatives, creating MQLs at every stage of the customer journey that supports measurable sales growth.
- Develop and apply data-driven SEO strategies including keyword optimization and the end-to-end creation of website pillar and landing pages that have drawn a 45% growth in organic website traffic and first-page search engine ranking.
- Manage and maintain social media calendar with steady and engaging content that aligns with business objectives, resulting in a 47% LinkedIn follower growth over 12 months.
- Collaborate with the Product team to develop and execute go-to-market strategies including messaging, differentiation, and promotional tactics, while creating sales enablement collateral such as sell sheets, presentations, and bulletins that educate and align internal teams and partners.
- Maintain and enhance company brand by enforcing guidelines, ensuring consistent voice, tone, and visual identity, while managing naming conventions, trademarking, and brand architecture.
- Develop engaging and memorable themes and concepts for corporate events and trade shows supported by the creation of booth designs and activations, invitations, communications, registration site content, hashtag campaigns, presentation templates, and promotional giveaways.

Skills

- Digital Marketing
- Social Media Growth
- SEO/SEM
- Product Marketing
- Brand Management
- Paid Media
- Creative Strategy
- Copywriting
- Graphic & Motion Design
- Video Production & Editing
- Web Development
- Customer Experience
- Internal Comms
- Project Management

MarTech Tools

- Adobe Creative Cloud
- WordPress
- Pardot
- MailChimp
- GA4
- Google Ads
- Cvent
- Salesforce
- Trello

- Conceptualize and develop compelling graphics, video, and motion graphics as part of the marketing content mix that win industry awards.
- Write a wide range of content including customer success blogs, thought leadership pieces, employee spotlights, and company culture stories, along with website pages, sales brochures, email campaigns, customer notices, social media posts, and executive bylines.
- Lead project and performance reviews with direct report, offering actionable feedback and career development support while overseeing the work of agencies and freelancers to ensure quality and alignment with objectives and brand identity.

T2 Systems | Director, Brand Marketing & Creative Development
February 2017 – June 2023

- Defined and conveyed the company’s brand and product position with consistent and effective messaging across all digital and traditional marketing channels.
- Designed and executed creative strategies with compelling copy and visuals to enhance customer engagement, strengthen brand awareness, and foster customer rapport, leveraging digital and traditional marketing tools, trade show experiences, and cohesive design systems for consistent branding across teams.
- Developed, designed, and implemented various digital campaigns that supported sales and customer experience initiatives including lead generation and customer retention, and reported successes.
- Managed and maintained website content, SEO, and user experience strategies with a focus on customer experience while developing creative assets for company’s mobile app and SaaS solution.
- Scripted, storyboarded, designed, and produced video for various company initiatives and campaigns, as well as instructional videos for an online customer support center.
- Translated product concepts and capabilities into visually compelling illustrations, including detailed infographics, custom iconography, and high-fidelity mockups to effectively communicate ideas.

NRG | Creative Lead
January 2005 – January 2016

- Spearheaded creative marketing strategies and project management for multi-channel campaigns, including subsidiary launches, mergers, lead generation, customer retention, and corporate events.

Recognition

Best in Show Award and People’s Choice Award
International Parking and Mobility Association
2024 IPMI Conference

Best in Show Award and People’s Choice Award
International Parking and Mobility Association
2023 IPMI Conference

Education

Cabrini University
Communications – Journalism and Public Relations
Bachelor of Arts

DEI Coursework

- **University of Pennsylvania**
Optimizing Diversity on Teams
- **OSU School of Business**
Diversity, Equity and Inclusion in Remote Work Environments
- **OSU School of Business**
Introduction to DEI in the Workplace

- Defined go-to-market visual strategies for new products, including brand identities, packaging, end-user materials, and product displays.
- Directed the creation of award-winning annual and sustainability reports, collaborating with senior leaders to develop compelling visuals, infographics, and narratives.
- Led the redesign and management of corporate websites, intranets, and online campaigns, leveraging analytics and survey insights to optimize performance and user engagement.
- Developed and implemented digital strategies to unify sub-brand sites and social media under one master brand, enhancing user experiences and elevating brand identity.
- Successfully rebranded signage, apparel, literature, and digital assets across 53 nationwide locations within five months, managing teams, vendors, and design execution.