

# LEONARD MORALES JR.

## MARKETING/ SALES/ BUSINESS EXECUTIVE

310.795.5219 | [len@lenmorales.com](mailto:len@lenmorales.com) | [linkedin.com/in/lenmorales](https://www.linkedin.com/in/lenmorales) | [lenmorales.com](http://lenmorales.com) (portfolio) | [twitter.com/leonardmorales](https://twitter.com/leonardmorales)

## CAREER SUMMARY

Len is a performance-driven marketing and business executive offering 25+ years of verifiable success in SaaS start-ups, growth, and turnaround environments. He thrives in environments where he can apply innovative approaches and intelligent business decisions to meet and surpass brand positioning, sales targets, and engagement metrics. “Lead by example” type of leader who values teamwork, resourcefulness, and honesty. Len has built relationships with people at all levels and secured buy-in through effective communication and presentation skills. He is a forward-looking initiator with an ability to see the big picture and adapt businesses to changing market forces. He has extensive experience mentoring and managing marketing, sales, and product development teams.

## SKILLS

SaaS Models – Creative Direction/ Marketing Management – Product/ Application Development – Brand Design & Management – SEO/SEM – Digital Marketing – Pay-per-Click (PPC) – Social Media Marketing – Website/ Application Usability/UIX – Website Design and Development – Media Buying – PR/Media Management – Budgeting and Forecasting – KPI Management – Content Creation & Distribution – Internet Technologies – CRM Technologies – Team Building/ Management – Community Engagement – Mobile/E-Commerce App Development – Email Marketing – Presentations & Pitch Decks – Photography/ Image Editing – Product Video Editing/ Production – Graphic Design/ Advertising

## KEY INDUSTRY STRENGTHS

**Strategic Planning:** Effective business operator, with deep experience in generating avant-garde ideas and nurturing them into monetized assets. Achieved explosive growth while maintaining fiscal discipline to create business value. Compiled diligent market analysis and competitive intelligence to achieve growth in fragmented industries.

**Technology/ Marketing Crossover:** Recognized for award-winning expertise delivering complex IT solutions, methods and tactics to drive traction, including advertising campaigns, marketing communications, social media, email campaigns and web-based solutions. Complemented by a versatile technical skill set in prevalent software and systems.

**Innovative Forward Thinker:** Led both the strategic formulation and seamless execution of integrated business initiatives to fortify brand strength on a multitude of digital platforms, consistently achieving successful results via creative thinking and energetic implementation. Deep understanding of and ability to capitalize on consumer behavior and psychology.

## PROFESSIONAL EXPERIENCE

### INLANDLIGHT LLC

Inlandlight.com

Jan 2003 – Present

Marketing/ Creative Dir/ Consultant | Scottsdale, Arizona

INLANDLIGHT provides clients ranging from B2C, B2B, SaaS start-ups to national firms, restaurant chains and Fortune 500 companies with creative, marketing and technology consulting and solutions.

- Spearheaded innovative advertising and digital marketing campaigns that generated a consistent 15% - 25% sales conversion
- Assumed ownership of brand development and management across several client projects
- Led the SEO optimization for major brands across multiple industries
- Managed the monthly PPC campaigns for retail, B2B and B2C clients
- Led the design and development of landing pages, conversion tracking, and hosting setup
- Allocated and administered a \$90k - \$110k monthly advertising budget for a local AZ restaurant chain hitting \$25MM+ in sales, scoping out compelling short-term and medium-term opportunities to generate enhanced ROI on the marketing wallet
- Managed marketing team and resources for campaign budgets of \$2MM - \$5MM for several clients across different industries

**Highlight:** Creative director for a commercial campaign that won an EMMY for creative commercial campaigns in the Phoenix market, Negotiated marketing campaign/ partnership with Phoenix Suns.

### South End Development LLC

Southenddevelopment.com

2018 – Present

Executive Officer, CMO/CTO (Part-time, Consultant) | Albany, New York

SED's flagship real estate community development project goal exceeds the New York state mandate set forth from the Governor and State of New York for sustainable building goals. "The Seventy-Six" complex will be the world's first triple net-zero development. This award-winning project revitalizes the community of the historic South End. The Seventy-Six complex explores new boundaries in sustainable development while being environmentally conscious and economically and socially considerate.

The project location on Second Avenue is in the heart of the South End neighborhood. The mixed-use Complex features healthy, smart, eco-friendly environments. As proof of concept, this project exceeds state initiatives in sustainability and creates new opportunities for the local community. The Complex promotes well-being for every resident and partner. The Seventy-Six project represents a more robust and balanced ecosystem that will continue to be a positive impact on future generations.

- Led the communication and campaign to gain common council buy-in for a \$116MM+ mixed use condo, apartment, and commercial space project
- Wrote key communication materials/ emails that gained the endorsement of the Mayor of Albany
- Led all technology infrastructure and setup of internal file sharing cloud space, email, and tracking for development teams to catalog all design, architectural, and engineering materials
- Led the creative direction and brand development for all SED, SEG, and commercial businesses, including the project brand "The Seventy-Six"

- Managed all web based marketing tasks and PR releases including copywriting
- Served as a lead PM working with NYSERDA to finalize submissions for BOE awards and grants
- Wrote the company mission statement, and led the overall creative direction into ESG commercial development space
- Worked with partners to secure over \$3MM in seed funding in 2019
- Worked with partners to secure recent round of more than \$116MM

**Highlights:** Project site plan approval and commercial zoning approval granted by Albany, New York Common Council in 2019-2020. No re-zoning has been made in this area in over 30 years. NYSERDA Building of Excellence Award Winner Round 1, and Round 2

### **GUNTRACK LLC.**

Guntrack.app

2019 – Sept 2021

Marketing Director, Co-Founder | Scottsdale, Arizona

GUNTRACK is a leading firearms industry application (SaaS model) exclusively built for firearm owners, operators, government agencies, police departments, and firearm training and shooting facilities that enables them to track a range of records, activities, images and receipts in real-time.

- Envisioned a cutting-edge strategy to build and grow a company from the ground-up, carving out a market niche through a cloud-based, secure mobile app for firearm record management
- Deployed capital and human resources efficiently across work streams, acting as a mentor and leader to the team to ensure a successful deployment
- Represented the company as spokesperson and figurehead at public events, seminars, and activities to promote a unified message of the unique value proposition to potential investors
- Mobile application in-app purchase conversion of 10%, 2% being the conversion for similar apps
- Designed and development a more enhanced version of the application independent of Android or Apple IOS, now showing traction and growth
- MRR growing at above average rate
- Enterprise proposals currently in review by two of the largest government defense agencies in the USA.
- Users in more than 100 countries currently using the application
- Multiple investors currently evaluating business

**Highlight:** MRR growing at twice the normal rate for similar SaaS businesses. The app reached over 10K users in the first year of operation.

### **SCOTTSDALE ONE BUSINESS NETWORK**

Scottsdaleone.com | Scottsdaleone.net

March 2010 – March 2021

Creative Director | Scottsdale, Arizona

ScottsdaleOne.com was designed with a vision to eliminate the guesswork from the plethora of things to do in the West's Most Western Town. It serves as a one-stop-shop for tourists and business travelers alike to learn about top places and pick out their preferences accordingly to make for a memorable and more exclusive trip.

- Innovated "exclusive" online go-to resource business model for the town of Scottsdale, thus identifying and capitalizing on a clear market gap for such a service demanded by thousands of tourists

- Sourced journalists and other freelance writers to author compelling articles displayed on the site that helped to engage visitors and guide them in their purchasing/tourist decisions
- Generated revenues from businesses who paid to be featured on the site including golf courses, theaters, wineries, museums, malls, jewelers, masseurs, restaurants, hotels, spas, etc.
- Created a sophisticated, trustworthy brand from scratch by clearly understanding the market segmentation and optimal targeting techniques required to attract the target audience
- Launched a website aligned with the brand image, participating in its development alongside web engineers to provide inputs on aesthetic, layout, features and functionality
- Created content for digital marketing campaigns designed to generate higher hit volumes, bolster awareness, and build community based on the buzz around new attractions
- Ad revenue generated from localized ads

**Highlight:** Accelerated total traffic volume to 115k views a day at the websites peak

### **VIEWFOO LLC**

Viewfoo.com

May 2010 – Nov 2017

Co-Founder, Marketing Director | Scottsdale, Arizona

ViewFoo is a SaaS application that provides unique patented tools for photographers and content handlers that enable them to publish view and share their images and other digital assets fast, securely and seamlessly. The application is currently pending a contract for licensing to one of the top producers of stock celebrity images online. The license deal will allow them to manage and share their assets with internal users, stakeholders, customers, and third party users.

- Led the development of a SaaS model application for content producers
- Directed and produced multiple demos and explainer videos
- Designed landing pages and other key marketing materials outlining the value proposition of the business
- Initial design and development of application was bootstrapped by Len Morales
- Spearheaded a major enterprise deal and potential licensing deal with a celebrity image producer
- Application boasts many patented features that do not exist in other photo/ content publishing, viewing, and sharing application
- Designed PPT presentations that sold application licensing and subscriptions to content producers

### **MEXICAN VACATIONS INC.**

Mexicanvacations.com

Sep 2003 – Dec 2006

Founder | Ojai, California

Bootstrapped and launched a business that provided travel exclusively to Mexico. The primary services included “Hot Mexico Deals”, “Adventure and Exclusive Mexico Vacation Packages”, and “Mexican Vacation Resources”. The site was connected to over sixty of the major providers of travel with integrated hotel search through Expedia, Apple Vacations, American Express Travel, and Hotels.com. Upon successful exit of the business through acquisition from Expedia, Mexican Vacations was selling travel packages and services across every state in the USA with destinations across all of Mexico.

- Translated a creative concept into a powerful guerilla marketing campaign that resulted in the successful strategic exit of a travel startup company which was acquired by Expedia within 3 years of ramping up the business
- Led the creative direction and design of a national spring break promotion in partnership with the Mexico Tourism Board and DOSXX beer
- Promoted and structured exclusive deals with over 150 hotels
- Paid by Lions Gate to handle sweepstakes and trips of over 20 exclusive trips for various feature releases and marketing campaigns
- Ideated the creative direction of a national integrated marketing campaign in partnership with Lions Gate Entertainment that consisted of internet PPC, TV, radio spots, POS and print advertisements in magazines including Rolling Stones, USA Today, Vanity, GQ Magazine, and Virgin Mega Stores

**Highlights:** Expedia Acquisition, 130k unique visitors per day

## **INFOGAIN CORPORATION**

Infogain.com

Mar 2001 – Sep 2003

Director of Creative Strategy, eSolutions Group | Los Gatos, California

- Collaborated with cross-functional teams including technology directors, project executives and stockholders based onshore and remotely in the US, UK and India to design, present and deploy CRM solutions
- Operated as an internal marketing resource, leading the creation of sales presentations to crystallize the value proposition for clients, and intranet website initiatives to cascade and distribute internal communications
- Implemented the creative workflow process, corporate style guides, brand bible, and a corporate employee portal for improved internal employee communications and streamlined project deliveries
- Steered resources based across 3 US cities, UK and India in the creative development of corporate marketing collateral including printed data sheets, webcasts, presentations, forms and online demos
- Wrote key sales scripts for online interactive product demonstrations, and travelled extensively for external client presentations as well as internal corporate presentations to improve overall product knowledge

**Clients:** BEA, Palm, Oracle, HP, Microsoft, Amgen, APL, Gap, and Federal Express

## **PERKS INC.**

May 2000 – Mar 2001

Director – Website Production | Los Angeles, California

- Led the creative and technical direction for a team of 10 members including producers, graphic artists, website developers, content editors and backend (dev) engineers to revamp and modernize the corporate website, and to deliver and deploy incentive programs for clients
- Comprehended the vision from the CEO, CTO and executive management team to outline project requirements, develop the strategy, allocate budget and ultimately institute the processes required to achieve objectives
- Designed creative concepts as part of proposals sent to clients including Showtime, Porsche, American Express, Lexus, Electrolux, Disney, Nike, and IKEA that generated a cumulative \$25MM in new revenues

- Mentored and motivated the team, introducing new teambuilding activities such as a softball tournament to establish camaraderie, and bring the staff closer together for optimal team performance in a fast-paced environment
- Initiated the use of KPI dashboards and metrics to measure and benchmark the performance of ongoing marketing campaigns, validate existing strategy, and course-correct in near real-time if needed

**Highlights:** Increased CTR engagement by 4-6%, and revitalized an 80% Production increase within 3-6 months via process improvements to the creative production process and flow

## **BIZBUYER INC.**

Jul 1999 – May 2000

Creative Director | Santa Monica, California

- Originated the creative direction of 500 content pages across 50 categories, online banners, landing pages, and affiliate pages; assisted in UI design and managed ad placements that ran across major online networks
- Designed co-branded user interfaces for Staples, Cars Direct, American Express etc., as well as creative and banner ads that received awards for being the top-producing online ads for click-through rates and response
- Coordinated Business Development and Marketing Directors in creating advertisements for a \$15 MM media campaign, and supervised resources including front-end developers, artists and marketing professionals

**Highlights:** BizBuyer named as 1 of the top 5 B2B websites online; pioneered an affiliate program that reached 60k+ vendors, and developed a sales presentation that attracted \$50MM+ in investor funding

## **PATENTS**

“System and Method for Publishing Online Posts” - US9811523B2

## **HONOURS AND AWARDS**

Emmy Award / Creative Commercial Campaign in the Phoenix Market

## **EDUCATION**

UC Santa Barbara / Visual Communications

UC Santa Barbara Extension / Access Database Certification Level 1, 2, 3 1995  
1996

Ventura College / Economics, Journalism, Fine Arts 1993