
Profile

Which Boards would you like to apply for?

Managed Care Commission: Submitted

At Large

Seat Name (if applicable)

Describe why you are interested in serving on this advisory board/commission (please limit your response to one paragraph).

This application is used for all boards and commissions

Marshall

First Name

Riddle

Middle Initial

Last Name

[Redacted]
Email Address

[Redacted]
Suite or Apt

Walnut Creek

City

CA

State

94595

Postal Code

Home [Redacted]

Primary Phone

Integrated Benefits Institute

Employer

Digital Marketing Manager

Job Title

Marketing

Occupation

Do you, or a business in which you have a financial interest, have a contract with Contra Costa Co.?

Yes No

Is a member of your family (or step-family) employed by Contra Costa Co.?

Yes No

Education History

Select the highest level of education you have received:

Other

Some college

If "Other" was Selected Give Highest Grade or Educational Level Achieved

College/ University A

California State University Chico

Name of College Attended

Political Science

Course of Study / Major

115

Units Completed

Type of Units Completed

Semester

Degree Awarded?

Yes No

Degree Type

Date Degree Awarded

College/ University B

Name of College Attended

Course of Study / Major

Units Completed

Type of Units Completed

None Selected

Degree Awarded?

Yes No

Degree Type

Date Degree Awarded

College/ University C

Name of College Attended

Course of Study / Major

Units Completed

Type of Units Completed

None Selected

Degree Awarded?

Yes No

Degree Type

Date Degree Awarded

Other schools / training completed:

Course Studied

Hours Completed

Certificate Awarded?

Yes No

Work History

Please provide information on your last three positions, including your current one if you are working.

1st (Most Recent)

July 2018-Present

Dates (Month, Day, Year) From - To

40+

Hours per Week Worked?

Volunteer Work?

Yes No

Digital Marketing Manager

Position Title

Employer's Name and Address

Integrated Benefits Institute: 1901 Harrison Street, Oakland, California

Duties Performed

Accountable for leveraging digital marketing technology and strategy to address member needs, as well as grow the organization's membership. This includes administering a Wordpress based website along with its connection to Salesforce, external communications using the organizations marketing automation platform Pardot, and developing reports on digital engagement. I am also developing and strategizing a discussion forum for our users to engage and network with each other.

2nd

September 2014-September 2017

Dates (Month, Day, Year) From - To

40+

Hours per Week Worked?

Volunteer Work?

Yes No

Digital Marketing Manager

Position Title

Employer's Name and Address

Apexus, Irving Texas

Duties Performed

Accountable for working with leadership to implement and align Apexus' digital footprint with the organization's strategic goals. This included serving as the web administrator and managing and updating content for two distinct websites. I was also responsible for overseeing external communications using the organizations marketing automation platform and compiling and reporting web and marketing analytics. Beyond digital programs I was responsible for developing marketing content using the Adobe Creative Cloud, and assisting with other organization wide projects.

3rd

December 2008-August 2014

Dates (Month, Day, Year) From - To

40+

Hours per Week Worked?

Volunteer Work?

Yes No

Senior Analyst

Position Title

Employer's Name and Address

Managed Care on Line (MCOL), Modesto California

Duties Performed

As part of MCOL's administrative team I was responsible for online and print content creation, spearheading MCOL's social media initiatives and managing research staff in the research and analysis of a wide variety of healthcare business issues, serving as editor of several MCOL e-publications, and managing all aspects of the organization's webinar program. I was also heavily involved in MCOL's digital and traditional marketing campaigns.

[ResumeRiddle2019.pdf](#)

Upload a Resume

Final Questions

How did you learn about this vacancy?

Contra Costa County Homepage

If "Other" was selected please explain

Do you have a Familial or Financial Relationship with a member of the Board of Supervisors?

Yes No

If Yes, please identify the nature of the relationship:

Do you have any financial relationships with the County such as grants, contracts, or other economic relations?

Yes No

If Yes, please identify the nature of the relationship:

Professional Summary

Experience across all digital marketing and analytics platforms, including managing and implementing the web and digital strategic goals of a medium sized business to business healthcare company and small research firm. Involvement in local campaigns and government as well as experience managing voter registration and get out the vote drives.

Education:

University of California Berkeley Extension

Certificate in Web Development, October 2017-January 2018

California State University Chico

Political Science, 2004-2008

Experience:

Integrated Benefits Institute, Oakland, California

Digital Marketing Manager, July 2018-Present

Accountable for leveraging digital marketing technology and strategy to address member needs, as well as grow the organization's membership. This includes administering a Wordpress based website along with its connection to Salesforce, external communications using the organizations marketing automation platform Pardot, and developing reports on digital engagement. I am also developing and strategizing a discussion forum for our users to engage and network with each other.

- **Marketing and Communications Strategy:** Development of marketing and communication plans to engage members around various research topics, releases and product launches and to elicit new membership through growth marketing strategies. Serve as staff member of Board of Directors Marketing and communications committee.
- **Website Administration:** Administration of both the technical and creative aspects of a Wordpress based website. Maintenance of Salesforce integration for user profiles and registration.
- **Marketing Automation and CRM management:** Management of Pardot marketing automation platform used for external emails, landing pages, forms and digital campaigns. Administration of Salesforce customer relationship management database.
- **Marketing Collateral Development:** Creation of digital and print marketing materials.
- **Digital Metrics:** Development of digital engagement dashboard using Google Data Studio and Google Analytics to provide real time intelligence to staff.

Freelance Web Developer, Remote

January 2018-July 2018

Freelance web development on multiple projects, including:

- **Ecommerce Subscription:** Developed a payment gateway and registration system for a subscription-based health video website on Drupal.
- **Server Migration:** Migrated an organization's websites from an internal server to a cloud-based hosting service.
- **Digital Archive:** Developed an online hall of fame in Wordpress for a local sports association.

Apexus, Irving Texas

Digital Marketing Manager, September 2014-September 2017

Accountable for working with leadership to implement and align Apexus' digital footprint with the organization's strategic goals. This included serving as the web administrator and managing and updating content for two distinct websites. I was also responsible for overseeing external communications using the organizations marketing automation platform and compiling and reporting web and marketing analytics. Beyond digital programs I was responsible for developing marketing content using the Adobe Creative Cloud, and assisting with other organization wide projects.

- **Website Administration:** Administration of two public facing websites, using the Ingeniux content management system, as well as the company intranet, managed through Sharepoint. Updates to HTML content as well as CSS style sheets.
- **Marketing Automation and Email:** Management of marketing automation platform (Marketo) used for external emails, landing pages, forms and digital campaigns. Administration of marketing customer relationship management database.
- **Marketing Collateral Development:** Development of digital and print marketing materials.
- **Social Media:** Manage social media channels and paid social campaigns.
- **Digital Metrics:** Creation of reports on use of digital assets with Google Analytics, Marketo, and IBM Core Metrics.
- **Mobile App Administration:** Content administration of mobile app. Use of content management system to update the app.

Managed Care on Line (MCOL), Modesto California

Senior Analyst, December 2008-August 2014

As part of MCOL's administrative team I was responsible for online and print content creation, spearheading MCOL's social media initiatives and managing research staff in the research and analysis of a wide variety of healthcare business issues, serving as editor of several MCOL e-publications, and managing all aspects of the organization's webinar program. I was also heavily involved in MCOL's digital and traditional marketing campaigns.

- **Content Development:** Learning kits, survey reports, blogs, websites, fact sheets, social content, white papers, e-newsletters, infographics and videos
- **Research, Analysis and Report Preparation:** Compilation of original research, reports on web traffic and email analytics and financial and management reports.
- **Webinar and Conference Management:** Speaker orientations on webinar platform, event moderation and Q&A, follow up feedback management, featured webinar speaker and faculty coordinator-National Predictive Modeling Summit 2011-2013.
- **Marketing:** Copy writing, layout design, graphic design, strategic planning, social media management, email marketing, direct mail, and analysis of metrics.
- **Website Development:** Design, intermediate HTML editing and usability testing.

Californians for Voter Registration, Education and Turnout, Modesto California

Local Assistant Director, December 2009-November 2010

Hired as a door to door canvasser at the end of 2009 and subsequently promoted to serve as the assistant director of our local operations. In this capacity I helped manage a 20-person team that included both new trainees and veteran canvassers. Beyond my staff management functions, I was responsible for overseeing all data collected and using it to strategize our campaign.

- **Data Collection:** Analyzed all data collected by organization to target most productive days of weeks, hours and precincts.
- **Operations and Logistics:** Budgeting, transportation and administrative functions.
- **Hiring, Management and Scheduling of Staff:** Oversaw a team with diverse backgrounds including numerous individuals in drug treatment programs and recently released convicted felons.
- **Door to Door Registration of Voters:** Close interaction with the public using sales techniques.

CSU Chico Associated Students Inc., Chico California
Commissioner of Environmental Affairs, Summer 2008-Winter 2008

Elected by the student body of CSU Chico to serve as their Commissioner of Environmental Affairs. I chaired two committees as well as served on numerous others. I spearheaded multiple organization wide policy changes such as a plan to lower waste output to near zero percent for all departments including the organization's food service.

- **Committee Chairman:** Chaired the Environmental Affairs Council which formulated and implemented policy and the Sustainability Funding Allocation Committee which oversaw a one hundred thousand dollar fund.
- **Supervision of Intern Staff:** Supervised three interns on research projects, community and student outreach and lobbying administration.
- **Policy:** Researching, Writing, Lobbying and Implementing

Environmental Action and Resource Center, Chico California
Program Assistant, Summer 2007-Spring 2008

After a semester of interning for the Environmental Action and Resource Center I was hired to fill the position of Program Assistant. This position provided me with my first experience working in an office with limited supervision and the ability to work independently.

- **Clerical/Front Desk:** Customer service, record tracking, and database maintenance.
 - **Event Planning:** Planning and implementation of events including festival attended by 500.
 - **Supervision of Interns:** Delegation of responsibilities, scheduling, and training.
-

Civic Activities/Internships/Volunteer Work:

Citizens Housing & Community Development Committee, City of Modesto
Voting Member, January 2014-August 2014

- Responsible for making funding recommendations to the Modesto City Council regarding the HUD Community Development Block Grant, Emergency Shelter Grant, and HOME Investment Partnership Grant programs.

Planning Commission, City of Modesto
Commissioner, January 2013-August 2014

- Responsible for formulating recommendations regarding the orderly development of the community as it relates to zoning and land use, reviewed and recommended amendments to the Modesto General Plan.
- Participated in public hearings, researched proposed plans, communicated with the public and interacted closely with city staff.

Modesto Bee

First Quarter 2013 Visiting Editor, January 2013-April 2013

- Volunteer community member of the Modesto Bee Editorial Board

Modesto Comprehensive Fee Task Force, City of Modesto
Voting Member, February 2010-October 2011

- Voting Member of City Task Force to Coordinate all Development Related Fee Proposals and Align all Fee Structures with the Goals and Policies of the General Plan and Strategic Plan

California State Senate Economic Development Committee
Intern, Summer 2007

- Writing of Press Releases and Website Maintenance
- Legislative Analysis

