

# David Prestidge

david@amicusae.com (512) 705-6904 Denver, CO

---

## WORK EXPERIENCE

---

### Amicus/Ae Marketing

Jan 2022 – Present

Founder & Creative Lead | [www.amicusae.com](http://www.amicusae.com)

Denver, CO

- Founded and grew a digital agency serving creatives, personal brands, and small businesses, now supporting 20 active monthly maintenance clients.
- Lead website projects from strategy and creative direction through build, launch, and long-term support.
- Help clients move beyond “just having a website” by building the follow-up, reporting, and technical systems that support visibility, lead generation, and long-term performance.
- Build measurement into each project by tracking how people engage, where they move, and which actions matter most, then turn that data into straightforward monthly reports clients can actually use.
- Develop SEO strategies through competitor and search landscape review, implement on-page and metadata improvements, and monitor indexing and top queries over time.
- Handle the technical side of site management, including hosting, DNS/SSL, deployments, maintenance, updates, and core security practices.

### Accenture LLP

Client Partner: Meta

Jul 2020 – Dec 2021

Global Sales Operations Lead, Scaled Media Partnerships

Denver, CO

- Led operations and program delivery for a global creator-support program spanning teams in San Francisco, Dublin, and Singapore.
- Oversaw three regional sites with approximately 90 representatives and directly managed 6 team leads, 3 trainers, and 1 reporting lead.
- Led a major shift from customer service to consultative sales, aligning stakeholders on reporting changes and delivering training in phases to support adoption across the program.
- Consistently met or exceeded Meta’s quarterly productivity, engagement, and conversion goals by improving reporting, supporting team readiness, and reinforcing performance through incentive design.

**Client Partner: Meta****Jun 2018 – Jun 2020***Operations Lead | Ad Policy & Investigations**Austin, TX*

- Oversaw 100+ team members across 12 workflows through 5 team leads, 2 trainers, and 4 QA leads. Standardized reporting and KPIs, tightened QA-to-training feedback loops, and partnered with Meta Program Managers and investigator leads to improve risk response across high-stakes investigations.

**Client Partner: Meta****Oct 2016 – May 2018***Operations Lead | Marketing Experts**Austin, TX*

- Built and piloted an inbound sales center that became the North America model, hiring and onboarding 50+ staff under tight timelines, building out a leadership structure with 5 team leads plus reporting, QA, and training, and creating playbooks and curriculum with client partners that improved product adoption and revenue.

**Client Partner: Meta****Nov 2015 – Oct 2016***Training Lead | Customer Success**Austin, TX*

- Led recurring onboarding and training cohorts of 15–20 new customer success agents, teaching marketing foundations, Facebook advertising fundamentals, support practices, and customer communication skills.
- Provided tailored coaching to address individual learning needs and readiness gaps, helping new agents build confidence and prepare for customer-facing work.

**EARLY CAREER EXPERIENCE****W. W. Norton College Publishers****Aug 2008 – Jan 2015***Technology Sales Specialist & Product Marketer**Austin, TX*

- Managed a large territory across the U.S. and EMEA, combining consultative sales with enablement workshops for reps and educators to drive year-over-year growth in digital product adoption.

**Jun 2005 – Jul 2008***Global Sales Representative**London, England*

- Managed a five-country European territory, increasing revenue by 34% and technology product adoption by 30% over three years.

## EDUCATION

### **The University of Texas at Austin**

Bachelors of Arts, Literature & Philosophy  
Graduated with honors May 1998

## SKILLSETS

**Enablement & Training:** Onboarding, cohort-based training, curriculum development, facilitator-led instruction, coaching, learner readiness, playbooks, training rollout

**Program & Operations:** Program delivery, reporting and KPI design, process improvement, workflow management, stakeholder alignment, cross-functional collaboration, team leadership

**Customer Success & Growth:** Customer success, consultative sales, sales enablement, client communication, support operations, onboarding strategy

**Digital & Technical:** Web strategy, SEO, analytics reporting, GA4, Meta Ads Manager, HTML/CSS, DNS/SSL, hosting, deployment, site operations