



OBJECTIVE

Experienced marketing professional seeking full-time employment within Senior Management or Senior Director.

EDUCATION

Bachelor of Fine Arts, Graphic Design Emphasis *Aug. 2005 - May 2010*

- Utah State University
- Honor Student. Graduated Cum Laude. (3.72 cumulative GPA)

SKILLS & TRAINING

Marketing Operations

- Leads charge with Business Development to work hand in hand with Marketing and Sales to fine-tune and implement key strategies aligned with our WIGs (Wildly Important Goals) as well as lead flow across all platforms of our marketing tech stack.
- Designs and develops workflows inside and around our Marketo marketing automation platform ensuring workflow and proper funnel distribution to and from our Salesforce CRM.
- Manage all third-party vendor implementations within Marketo and Salesforce including Drift, Marketstar, ZoomInfo and more.
- Works with Business Development and Sales to optimize and the attribution processes across our tech stack.
- Works with Business Development to own and optimize lead flow, buyer journey and routing within the funnel.
- Owns the Data Analysis function of our Ed Marketing team, managing a central hub of data that is referenced weekly to ensure alignment with our weekly, monthly, quarterly and annual goals.

Leadership, Communication, & Multitasking

- Leads teams to ensure that projects and tasks meet deadlines using our workplace management system Asana.
- Works to ensure brand consistency, and communicates clearly and effectively while staying on trend, and aligning with analytics, goals, and priorities.
- Consistently communicates with team members and listens with an open mind to turn best ideas into successful marketing initiatives.
- Expert experience with multitasking, managing time and expectations to create quality marketing on time and on budget that positively impacts our bottom line.
- Fast learner with a hunger to grow and improve. If I don't already know it, I'll find out and become an expert quickly.

Campaigns, Promotions & Advertising

- Leads teams to launch new products and marketing initiatives designed to target new customer acquisition across our entire tech stack (crm, web, email, social media, adwords, UI/UX, databases, print and other digital resources).
- Experience leveraging social media, especially video advertising through YouTube to drive sales.
- Experienced advertiser utilizing static and animated digital media as well as print advertising to drive customer acquisition, brand awareness, customer and funnel acquisition, conversion and scalable sales.

Web, Interface, UI/UX & SEO

- Experience taking UI/UX concepts from start to finish across all platforms of our stack, including template design and web page design optimization for leaderinme.org, as well as lead magnets, video implementation and code knowledge using CSS, HTML, JavaScript, jQuery, PHP, Flash, Database and Content Management Systems to ensure designs are fully responsive and are cross-browser and multi-device compatible.

- Owns all of FC Eds search engine optimization for our K-12 solution (Leader in Me). Use SEMrush analytics reports to update key meta-data and webpage content, troubleshoot bugs, optimize user experience, nav design and more.

Photo & Video

- Experienced digital photographer with complete grasp of raw imaging, large format photography, product photography, professional lighting, event photography and experience in planning, coordinating and executing studio and outdoor photo / video shoots.
- Extensive knowledge of High Definition / 4K videography including film, digital, stop motion, lighting, editing, and production techniques. Proficient use of Adobe Premier, Photoshop, Dragonframe and some After Effects keyframe animation experience.

Branding & Print

- Leads regular brand evaluations to ensure alignment, including creation of key words, mission/positioning statements, style guides, brand books, business systems, and target market strategies.
- Works with team to ensure that all printed and digital graphics are created properly for each vendor and process including expert understanding of 4 color process, pantone spot colors, cut paths, materials, file types and more.

EMPLOYMENT HISTORY

Senior Marketing Operations Manager for FranklinCovey Education / Leader in Me *September 2019 – Present*

Marketing operations, systems analyst, integrations, project management, UI/UX, analytics, SEO, strategies, data analysis, graphics, animations, IT, presentations, marketing materials, photo/video shoots, webinars, social media, advertising, exhibition graphics and team management for FranklinCovey Education, which enables greatness in people and organizations everywhere through leadership principles implemented from K-12 to Higher Ed Solutions.

Director of Marketing for Kuvera *July 2018 – September 2019*

Analytics, strategies, data analysis, task management, graphics, animations, UI/UX, IT, Systems Analyst, presentations, marketing materials, photo/video shoots, webinars, social media, advertising, exhibition graphics and team management for Kuvera, which empowers users to use technology to take control of their finances through education, financial markets, cryptocurrencies and alerts from market experts.

Director of Marketing for United Games / FireFan *April 2017 – September 2019*

Analytics, strategies, data analysis, task management, graphics, animations, UI/UX, presentations, marketing materials, photo/video shoots, webinars, social media, advertising, celebrity endorsements and team management for United Games and FireFan, an interactive app that allows you to play along with live sporting events.

Graphic Designer, Photographer, & Videographer for Del Sol Color Change *February 2014 – April 2017*

Product packaging, marketing materials, web campaigns, website graphics, magazine articles, product catalogs, store graphics and more for over 100 Del Sol stores worldwide. Graphics for licensed products: Star Wars, Marvel, and Disney. Photographer and videographer for products, promo videos, and social media.

Pre-Press Creative, Graphic & Web Designer for Transcript-Bulletin Publishing *January 2010 – February 2014*

Expert understanding of print, web and the user experience. Including 4 color printing, website design and more.

REFERENCES

Ben Eggett, Chief Technology Officer for Wise Choice Real Estate & Tech/Development Consultant

Have worked with Ben for many years on a variety of projects inside and outside of FranklinCovey.

- **cell phone:** 801.946.1510 **email:** ben@liketobuild.com

Troy Mendenhall, Video Production Specialist at eFileCabinet

Worked with Troy full-time at United Games, FireFan, and Kuvera. Collaborate with each other occasionally on contract work.

- **cell phone:** 801.953.8640 **email:** mendenhalltroy11@gmail.com