

Professional Experience

MARKETING DIRECTOR October 2006 - Present
digecor, inc

- » Plan and implement integrated branding campaigns across all marketing channels, including public relations, online marketing, email marketing, print advertising, and events; lead generation resulted in \$2.8MM in sales in 2010
- » Form strategic partnerships creating new offerings and revenue streams; work with internal, cross-divisional teams to implement sales support and software development for new programs

CO-FOUNDER AND OWNER April 2009 - Present
provo swim lessons, llc

- » Manage a team of swim instructors; average 183% YOY sales growth
- » Generate more leads than the business can handle as a result of online marketing efforts and customer referrals
- » Donate 5% of revenue to build water wells in 3rd world countries as part of social responsibility program

FREELANCE BLOGGER May 2009 - Present
red panda media

- » Design and maintain websites using accepted web standards and best practices
- » Create and optimize site content, including blog posts, to achieve first page search engine ranking for high converting keywords; success tracked using Google Analytics
- » Use social media profiles to actively promote site content, generate leads, and extend brand experience

CORPORATE PROCUREMENT INTERN May 2007 - August 2007
kohl's department stores

- » Analyzed online sales of neckwear to balance assortment, find opportunities for sales growth and improve the online shopping experience; generated an expected 18% increase in online sales
- » Created versatile reports that analyzed sales data and highlighted trends; resulted in improved purchasing decisions

Formal Education

FINANCIAL SERVICES (BS) April 2008
brigham young university

- » Academic Scholarship
- » Leadership: Marriott School Representative to the Student Advisory Council and Vice President of Finance for the Marriott Undergraduate Student Association

GENERAL STUDIES (AS) August 2002
salt lake community college

- » Academic Scholarship
- » Leadership: Chapter Manager of Collegiate DECA

Skills

- » Design: Photoshop, Illustrator and InDesign
- » Websites: HTML, CSS, Wordpress, Modx and Magento
- » Social Media: Tweetdeck and Hootsuite
- » Analytics: Google Analytics, Alexa Rankings and Quantcast
- » Languages: English and Spanish