

Joe Jobscan

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Professional Experience

Washington Aquarium, Tacoma, WA
Director of Marketing and Sales

03/2018-09/2019

Employed passionate mastery of marketing strategies and content creativity as Head of Marketing across digital and offline media for nationally recognized aquarium realizing 1.6 million visitors, \$50 million in revenue.

- Proactive confidence in recruitment, training, and providing strategic direction to 10-person marketing team with accountability for aggressive growth in start-up environment
- Created first annual marketing budget of over \$1.8 million charting an online and brand strategy across Digital, Print, Sales, Social Media, Out-Of-Home, and PR channels
- Formulated and executed marketing strategy and brand awareness campaign using offline marketing and digital advertising techniques; SEO, SEM, PPC (Google, Bing), DSP, Website, Email Marketing, social media (Facebook, Twitter, and Instagram), video, and direct mail
- Designed marketing strategy that included social engagement and consistent customer experience across digital marketing and print resulting in 187,000 guest visits (10% of population in targeted area) in a single month; over 75% monthly revenue increase using only \$16K targeted spend
- Grew member acquisition KPI by 30% in second year through focus on traffic analysis, engaging content, and product marketing
- Directed development of supporting collateral and managed inside sales team responsible for Group Travel, Events, Weddings, and Education and Youth Group Field Trips.
- Served as point of contact for RFP and contract negotiations and supervisor of partnerships with online marketing, branding, graphic design, Public Relations, and social media agencies

Marketing Solutions, Inc., Seattle, WA
Client Marketing Strategist

08/2012-06/2017

Recognized as SME with a data-driven approach articulating customer focused performance, curious problem-solver with ability to collaborate and deliver business insight in a competitive environment; evaluated, supported and advised multiple Google (Client) multi-country B2B marketing segments.

- Designed direct mail and email program, with key stakeholders around the world, for influence and impact then, using personas and data modeling, optimized database selections (8 million circulation per year) beating Google team in head-to-head customer conversion comparisons by 84%
- Entrusted with relationship development through business strategy improvement, internal communications and training, and management experience across technical organization, Dell (Client).
- Developed design of A/B testing strategies, targeted business development communications through segmentation and analytical models, executed 100 direct mail and 250 email campaigns with over 40 million circulation
- Performed data analysis, management and hygiene for internal database build

American Manufacturing Co., Seattle, WA

Demonstrated entrepreneurial passion and growth-focused strategy in niche environment, with full P&L and business development responsibility, for B2B manufacturer-retailer of Military Working Dog and Police K9 equipment.

- Asked to fill President's role based on attention to detail, professional training and communication skills, and proven ability to juggle complex projects; empowered 25 employees in Marketing, Customer Service, Shipping, Human Resources, Accounting, Merchandising, and Manufacturing
- With strong collaborating skills, bias for action, and ability to inspire, produced repeated monthly record sales, orders, manufacturing product output, and new customer acquisition; also, increases in EBITDA 26%, Federal Government Contracts 22% and Wholesale Dealer Partnership revenue 18%
- Brought new approaches to video communications, data analytics, and conversion rate optimization
- Created Customer Relationship Management campaigns and content strategy to drive effective communications with customers, positioning company as market leader
- Boosted sales 25% with competitive intelligence, product planning, and writing content for over 300 product launches on website
- Through best practices in SEO, SEM, display advertising, mobile, content, Google Analytics, and Adobe Suite; redesigned RayAllen.com, more than doubling site traffic and revenue
- Responsible for negotiating vendor agreements with external professional partners for printing, website hosting, and creative services

Staples, Framingham, MA

Marketing Director

08/2005-07/2008

Exceeded expectations with innovation and proven ability to consistently develop competitive marketing programs for multi-channel B2C retailer of automotive product.

- Championed the digital market strategy utilizing web analytics, email, Affiliate and Display Advertising, exceeding online metrics goals with revenue up 40% and profitability up 50%
- Conceptualized two catalogs with messaging and positioning to create eCommerce buyers; reducing acquisition, Call Center, and catalog expenses; leading to \$4 million EBIT turnaround
- Collaboratively encouraged Product Marketing, Copywriting, and Merchandising to create passionate storytelling culture that matched brand strategies and was authentic across audiences
- Honed project management skills with delivery of Bill-Me-Later and JCW Private Label Credit Card to executive stakeholders on-time and under budget

Staples, Framingham, MA

Senior Marketing Manager

03/1997-08/2005

Executed marketing responsibilities for B2B retailer of competitive office products environment across catalog, eCommerce and retail

- Created and executed 60 million circulation catalog strategy
- Developed marketing plans and budget exceeding \$40 million
- Formulated proven retention strategies, producing double-digit retention rate growth for 3 years
- Mastered Microsoft Office, verbal and written English language, campaign management and analytics platforms

Education

Master of Business Administration, MBA, Concentration in Finance
Ball State University, Muncie, IN

09/1992-06/1994

Bachelor of Science, Physics,
University of Wisconsin-Madison, Madison, WI

09/1988-06/1992