

**Objective Statement:**

I am seeking a position that will allow me to merge personal and professional aspirations in online marketing and communications to develop a true career specialty and a continued love of both.

**WORK EXPERIENCE****Digital Marketing Specialist – Baliwoo**

Private Company; Internet Startup and Software Industry – [www.baliwoo.com](http://www.baliwoo.com)  
December 2011 – Present (5 months) Boise, Idaho

I currently work at this SaaS (Software as a Services) Internet start-up where I am tasked with running PPC (Pay-Per-Click) advertising campaigns across 7 national brands and over 1,000 franchise affiliates using Google's AdWords platform (Certified Google Advertiser), Facebook's Display Advertising, Yahoo!/Bing's Microsoft AdCenter and LinkedIn for the purpose of accomplishing "Local Automated Marketing" – Baliwoo's core competency and primary value-added service. Job duties for this position include keyword research, list and template building, keyword bidding in accordance with daily and monthly budget, managing ad groups and campaigns by theme, ad copy writing, geographic and demographic targeting, online competitive analysis (consumer, product and brand insights), optimizing for conversions and comprehensive reporting (internal and external). Lastly, I lead the internal training sessions related to PPC Advertising.

**EPP Account Manager – Hewlett-Packard**

Public Company; HPQ; Information Technology and Services industry – [www.hpshopping.com/epp](http://www.hpshopping.com/epp)  
March 2011 – Present (7 months)

Employed as a Key Account Manager where I use relationship sales techniques to garner and influence key position holders within Fortune 1000 Companies. Job duties include the creation and execution of promotional and ad campaigns designed to enforce brand identity and consistency, increase traffic and prompt action at POP to meet sales goals (month-over-month and year-over-year) while tracking program success and gaining actionable insights using web-analytics tools. I have met sales goals 97% to goal (team average 60-72% percent) during my time in this position and do so by prioritizing tasks amidst overlapping/conflicting responsibilities, managing the marketing budget and communicating authentically and timely during both written and verbal occurrences as needed.

**Sales Architect – Hewlett-Packard**

Public Company; HPQ; Information Technology and Services industry – [www.hpshopping.com/](http://www.hpshopping.com/)  
December 2010 – March 2011 (4 months)

I endured a successful stint at this entry level position, claiming the top spot among all ETW (contracted) Architects. In my second month, I led in nearly all sales metric including Top Revenue, Second in Conversion, Center Record in Average Quality score, lowest Return Rate, and numerous positive post-call evaluations (PCE's). Although new, my recorded conversations were used as training materials for how to successfully find customer solutions using a quality needs assessment, value proposition and benefit statements and while overcoming perceived purchase risks.

**Account Assistant – Desautel Hege Communications**

Partnership; Public Relations and Communications industry – <http://www.dessautelhege.com/>  
May 2010 – December 2010 (8 months)

Helping businesses communicate with the public, finding important news for the media, and determining appropriate communications strategies for companies wanting to leverage their brand for the public benefit through research driven initiatives. Primary clients included clean technology companies, healthcare organization in the Northwest United States, and Native American tribal associations. Primary job duties included blog and newsletter writing, social media, media tracking and proposal writing and editing for business development.

**Account Supervisor – Hilda Media and Marketing**

Marketing and Advertising industry – [www.hildamedia.com](http://www.hildamedia.com)  
December 2009 – July 2010 (8 months)

More appropriate might have been the title "Lead Media Buyer & Online Strategist." Originating as an internship, this grassroots marketing agency allowed me to get my feet wet with a diverse set of tasks allowing me to develop a deep, yet broad set of skills ranging from admin work to Search-Engine Optimization (SEO), Search Engine Marketing (SEM), traditional marketing and all the way to a deep understanding of Google Analytics, AdWords and website design. Essentially, I was in charge of developing strategic communications solutions for medium and small sized businesses before consulting appropriate mediums and tactics directly to the client.

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## EDUCATION

Whitworth University, Spokane, WA

Majors: Marketing, Business Management

Cumulative GPA: 3.76

Degree Completed: May, 2010

Minor: Leadership Studies

Website: [www.whitworth.edu](http://www.whitworth.edu)

**Honors** Laureate Society (Whitworth's Dean's List) – 4 Semesters  
Business Plus Participant (Award given to Whitworth's business school elite)  
Named *Most Accomplished Marketer* in Whitworth University's Marketing Department for 2009-2010

**Activities** Whitworth Men's Varsity Soccer Team – 4 years, 2<sup>nd</sup> Harvest Food Bank Volunteer

## SKILLS & ACCOMPLISHMENTS

### Marketing

Developed full consumer behavior audit for Babies "R" Us in Spokane, WA.  
Took Advanced Integrated Marketing Communication class taught by CEO & President of Desautel Hege.  
Collaborated with Sirti to create detailed marketing and promotions plan for high-tech, waste management services company named Barr-Tech.

### Public Relations

Experience doing media pitches, media tracking and proposal writing for Desautel Hege Communications.

### Communications

Built extensive marketing communications plan for Ritter's Garden and Nursery in Spokane, WA.

### Sales

Performing thorough needs analysis, positioning, leveraging, pitching and closing sales for consumer electronics (varying budgets, demographics, interests, demands etc.) at Hewlett-Packard Company.  
—Instantly became one of the top Sales Architects in the sales center across all metrics.

### Leadership

Led world hunger project with "record funds raised" to build Ethiopian school.  
Knowledge on most current leadership theories including Chaos & Complexity theory.  
Pursuing publication on *Transformative Leadership* theory.

### Human Resources

Co-authored a published article on the changing trends of the aging workforce.

### Tech Skills

Video Capture/Editing (Primarily with Sony Vegas HD Platinum)  
Proficient with Microsoft Office Programs, QuickBooks, and Internet Applications.

- Certified Google Advertiser (specializing in Advanced Search)
- Website Design – Google Sites, Google Analytics, Google Docs, AdSense, & AdWords
- Expert in PowerPoint animation/creation
- Work in C++ coding
- Search Engine Optimization
- Social Media Native (Twitter, Facebook, LinkedIn, etc.)
- Wordpress

### Coaching Soccer

Earned Certifications of Accreditation for Coaching:

- State Level E License
- National Level D License



A resume is not enough  
space to highlight an  
entire portfolio...  
scan this code to see  
my website and work.

