

Objective Statement:

I am seeking a position that will allow me to merge personal and professional aspirations in online marketing communications, and the technology that makes it possible, for continued development of my career path, a true specialty, and a love of both.

WORK EXPERIENCE

Marketing Consultant – Sirius Digital Advertising

July 2012 – Present | Boise, ID

Private Company; Marketing Agency

siriusdigitaladvertising.com

Providing services in web design, search optimization & search engine marketing (i.e. paid search), and social account creation and community engagement for local businesses. Local clients include [Blooms Flower Studio](#) and Keller Williams Realtor, [Carolyn Vaught & Associates](#), gaining a competitive SERP rank for keywords important for business, indexing web properties and social accounts to be optimized for “local”. Want proof? [Search for Blooms Flower Studio](#) – [Search for Carolyn Vaught in Boise, ID](#)

HP Academy (HPA) Account Manager – Hewlett-Packard

February 2013 – June 2013 | Boise, ID

Public Company; HPQ; Information Technology

hpdirect.com/academy

The counterpart to my EPP role, my HPA position dealt with major US universities, promoting the “consumer store’s “HP for Students” concept (hpshopping.com), ensuring the HP presence in school bookstores (physical & ecommerce stores).

HP EPP Account Manager – Hewlett-Packard

March 2011 – December 2011 | Boise, ID

Public Company; HPQ; Information Technology

hpshopping.com/epp

Tasked with gaining influence with key position holders of HP’s Fortune 1000 partners for the purpose of distributing EPP campaigns internally.

My revenue goals – \$1 million or greater, tracked using Google Analytics – were met 97% (team average: 60-72%)

Digital Marketing Specialist – Balihoo

December 2011 – December 2012 | Boise, ID

Private Company; Internet Startup & Software

balihoo.com

This SaaS internet start-up was primarily AdWords PPC (Pay-Per-Click) management with a focus for LOCAL (“Local Marketing Automation”), spanning 7 national brands and 1,000+ franchise businesses (AdWords Certification), Facebook display ads, Yahoo!Bing, Microsoft AdCenter, Twitter and LinkedIn “sponsored” ads for Balihoo’s “Local Automated Marketing” focus. [→ [See Stats](#)]

SKILLS REQUIRED: keyword research | list & template building | keyword bids | daily / monthly spend | account creation / structure | ad copy | geotargeting ad extensions | AdWords Editor | competitive analysis | reporting (internal & external) | conversion tracking | [internal training](#)

Sales Architect – Hewlett-Packard

December 2010 – March 2011 | Boise, ID

Public Company; HPQ; Information Technology

hpshopping.com

Led in all sales metrics (**Top Revenue**, Second in **Conversion**, Center Record Average Quality scores, **lowest Return %**, and numerous positive post-call evaluations (PCE’s). Calls used as training materials for finding customer solutions. Expert use of *quality needs assessment*, *value proposition*, engaging benefits statement & overcoming perceived purchase risks.

Account Assistant – Desautel Hege Communications

May 2010 – December 2010 | Spokane, WA

Partnership; Public Relations & Communications

desautelhege.com

Public communications through media channels, leveraging the brand through research driven initiatives. Primary clients included clean technology companies ([Itron](#)), healthcare organization in the Northwest ([SRHD](#)), US, and Native American tribal associations ([Colville Tribes](#)). Primary job duties included [blog](#) and newsletter writing, social media, media tracking and proposal writing and editing for business development. In fact, DHC won the [Silver Anvil award](#) in 2002!

Account Supervisor – Hilda Media & Marketing

December 2009 – July 2010 | Spokane, WA

Partnership; Marketing & Advertising

hildamedia.com

Internship turned partnership, my first formal position introducing me to the world of Search-Engine Optimization (SEO), Search Engine Marketing (SEM), Google Analytics, AdWords website design and traditional advertising tactics. Developed communications solutions for small and medium-sized businesses before consulting appropriate mediums and tactics directly to the client.

- Samples of my work: Goldenrulebrake.com (website design / analytics tracking / paid search / local listings) → [See how they rank](#)

EDUCATION

Whitworth University - Spokane, WA

Majors: Marketing, Business Management

Cumulative GPA: 3.76

Degree Completed: May, 2010

Minor: Leadership Studies

Web: Whitworth.edu

Honors

Laureate Society (*i.e. Dean's List*) – 4 Semesters

Business Plus Participant (*Business School Elite*)

Named *Most Accomplished Marketer* (2009-2010)

Athletics

Whitworth Men's Soccer – 4 years

Volunteer

2nd Harvest Food Bank

SKILLS, PROJECTS & ACHIEVEMENTS

Digital Media

– **Media / Advertising:** Certified Google Advertising Professional (*Advanced Search emphasis*)

– **Web Marketing / Publishing:** AdSense & AdWords (*content monetization & lead generation*)

– **Tracking:** Google Analytics IQ (*Individual Qualification*)

– **Social Media Native:** Twitter, Facebook, LinkedIn, G+

– **Site Design:** Google Sites, WordPress

– **Search Engine Optimization**

Marketing

Consumer Behavior

– *Babies "R" Us* (Spokane, WA)

Advanced Integrated Marketing Communications Class,

– Lectured by *Cher Desautel, CEO & President of Desautel Hege*

Business incubator partnership (*Sirti*) – marketing promotions plan,

– *Barr-Tech* (*high-tech, waste startup*)

Public Relations

Media pitching, media tracking, and press release & proposal writing, *Desautel Hege Communications*

Communications

Marketing / Communications planning

– *Ritter's Garden and Nursery* (Spokane, WA)

Sales

Needs analysis, product positioning, leveraging value, pitching & closing sales, HP Home & Home Office

– **Instant top performer in HP sales center, all metrics.**

Leadership

Led "*Let's Build a School Fast*" [world hunger project](#) team

– *Record funds raised to build school in Ethiopia*

Knowledge on most current leadership theories

– Chaos & Complexity theory.

– Pursuing publication on [Transformative Leadership theory](#).

Human Resources

Co-authored article on changing trends related to an aging workforce.

Coaching Soccer

Coaching Certifications / Accreditations:

- State Level E License
- National D License
- Named "**Coach of the Month**" for September, 2013 ([view it in the archive](#))
- Positions with competitive club & state level teams
 - FC Nova (club) – [fcnova.org](#)
 - ODP Idaho – [Olympic Development Program](#), Idaho Youth Soccer Association

And because marketers love an **INFOGRAPHICS** ... check out these version(s):
[beyond.com/dancubero](#) | [vizualize.me/dancubero](#) | [Resumup.com/dancubero](#)

RESUME NOT ENOUGH?

View my entire portfolio
 online [dancubero.com](#)

