

Kenneth Masteller, MBA

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EDUCATION

2017-2018

UNIVERSITY OF UTAH

Salt Lake City, UT

Full Stack Web Development Certificate

- HTML, CSS, Javascript, jQuery, Express, PHP, Node, React, SEO, Bootstrap, Materialize, WordPress

2014-2016

WOODBURY SCHOOL OF BUSINESS - UTAH VALLEY UNIVERSITY

Orem, UT

Master of Business Administration: Management

- Graduated Beta Gamma Sigma, GPA 3.97

2008-2012

UTAH VALLEY UNIVERSITY

Orem, UT

Bachelor of Arts, Communication: Public Relations

- Member of PRSSA, Wolverine PR and Freelance Writer for UVU Review
- Graduated Magna Cum Laude, GPA 3.81

EXPERIENCE

2013-Current

RELEVANT INC.

Orem, UT

Senior Account Manager

Nurtured and developed new and existing accounts from inception to maturity by creating and implementing marketing strategies that align with clients goals and expectations through traditional and digital marketing campaigns.

- Created integrated marketing plans and campaigns, including traditional and digital marketing channels, for both B2B and B2C clients, including building and analyzing KPIs that determined ROI for marketing spend
- Managed firm's largest account contributing \$5 million annual revenue, accounting for nearly 50% of firm's total revenue while marketing under more than 52 different brand names across the United States and Canada
- Developed internal integrated marketing plan to create leads for new SaaS product offer for healthcare segment resulting in 14% new client growth through campaign lifecycle
- Tasked with mapping customer experience and customer touch points to understand where we were foregoing opportunity, resulted in capturing additional revenue from existing customers by creating communication plan to better relay product offerings.

2009-2013

RELEVANT INC.

Orem, UT

Production Manager

Oversaw internal and outsourced collateral on all company and client marketing campaigns, using traditional and digital marketing tools with best in class practices to create positive ROIs on all campaigns.

- Renegotiated existed contracts and established new vendors and suppliers to cut overall cost of raw materials and supplies by an average 23%
- Created quality assurance processes increasing employee accountability and process redundancy, reducing error rate by 67%, saving the company approximately \$117,000 per year
- Developed workflow processes to streamline throughput time, reducing human touch points by 10% while maintaining high level of quality control
- Gained ownership of direct mail marketing and business mail processes, touching 75% of firm's revenue activities

2007-2009

RELEVANT INC.

Orem, UT

Print Manager

Operated digital printing press and various bindery equipment on production floor as a supervisor.

- Headed print department, including creating and implementing best practices for floor machinery and workflow
- Supervised nine employees in production department, responsible for creating all tangible marketing materials

2002-2007

REECE N. MCCLURE

UT, FL, France

Executive Assistant

Responsible for managing and coordinating domestic employees and professional networks for self-made millionaire.

- Built and developed essential cross-cultural communication skills to ensure completion of various projects across international borders with multi-linguistic team members
- Collaborated with French authorities and historic societies to rebuild 17th century French school house, taking 2 years and €820,500 to convert into a private residence

PERSONAL

- Familiar with many software suites and internet tools: Microsoft Office, G Suite, Analytics, AdWords, et al.
- Eagle Scout recipient and current volunteer with Boy Scouts of America through ecumenical position
- Advanced French Language Certificate, Centre d'Echange Interculturel et Linguistiques - Avignon, France 2004
- Active volunteer with Habitat for Humanity of Utah County since 2010