

# Chad McKinney

Payson UT 84651

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## EXECUTIVE SUMMARY

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Highly motivated, creative marketing and product manager exceeding expectations of customers and clients. Over four years of experience in fast-paced, rapid-growth environments. Motivated by bringing excitement, energy, and encouragement to team members.

Project Management • Strong Verbal Communication  
Written Communication • Customer Support • Positive • Problem Solver  
Focused • Learner • Leader • Collaborative

## EXPERIENCE

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Skipio

Nov 2018 – Apr 2019

*Implementations Specialist*

American Fork, UT

- Managed relationships with customers participating in software beta programs to train customers and gather valuable feedback leading to product improvement
- Improved customer satisfaction through professional interactions and individualized problem resolution
- Created and improved integrations between Skipio and various additional software platforms to automate and simplify workflows

Red Pajardo, Inc

Aug 2016 – Aug 2018

*Operations and Brand Manager*

Houston, TX

- Developed, designed, and oversaw implementation of consistent branding material, logo, signage, and clinic design
- Developed profitability and performance metrics that established consistent measurability among multiple remote sites which resulted in profitability in an average of under 12 months
- Implemented and oversaw CRM and POS software solutions to increase repeat business, drive referrals, and create targeted marketing campaigns

Alta Sol

Apr 2016 – Aug 2016

*Canvassing Manager*

Orem, UT

- Analyzed local markets' solar demand and prospected based on electrical power providers' services and costs to maximize rates of success
- Presented current and potential customers with the benefits of alternative power then developed and presented personalized solar solutions to fit needs
- Enhanced employee development through team meetings and one-on-one coaching, helping to achieve potential and accomplish individual and team goals

## INTERESTS & ACHIEVEMENTS

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- Digital design
- Software development
- Eagle Scout Award Recipient – with two additional silver palms
- Humanitarian Service – Houston, Texas

## SOFTWARE

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- HTML, CSS, JavaScript, React, SQL, Postgres
- Adobe CC (Photoshop, Illustrator, Audition, Premier Pro)
- Microsoft Office (Excel, PowerPoint, Access, Word)

## EDUCATION

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Utah Valley University – Woodbury School of Business  
Bachelor of Science, *Business Management – Marketing Emphasis*

July 2015  
Orem, UT

DevMountain  
Full-Stack Software Development

Current  
Lehi, UT