

## Contact

[www.linkedin.com/in/ethan-day](https://www.linkedin.com/in/ethan-day)  
(LinkedIn)

## Top Skills

monday.com  
Customer Service  
Facebook

## Certifications

Dale Carnegie Course  
Precision Nutrition Level 1

# Ethan Day

Program Supervisor at Two Rivers Marketing  
Des Moines Metropolitan Area

## Summary

Iowa State University Graduate with experience in Retail, Sports, and Brand Marketing.

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## Experience

Two Rivers Marketing  
6 years

Program Supervisor  
January 2022 - Present (3 years 2 months)  
Des Moines, Iowa, United States

Project Manager  
March 2019 - January 2022 (2 years 11 months)  
Des Moines, Iowa

- Drives completion of campaign planning
- Manages program/campaign timelines
- Manages all programs/campaigns on quality (tactical), on time, and on budget
- Manages the consistent successful facilitation of programs/campaigns from estimation through launch and ongoing execution
- Maintains and monitors overarching program/campaign budgets and schedules weekly

The Integer Group  
Account Executive  
June 2018 - March 2019 (10 months)  
Des Moines, Iowa Area

- Lead shopper marketing initiatives for Michelin and BFGoodrich accounts
- Built and maintained strong relationships with multiple clients
- Ensured projects were delivered on time and within client budgets
- Reviewed deliverables to make sure they were on strategy and met the client expectations

Archrival  
adidas Field Agent

September 2015 - February 2018 (2 years 6 months)

Kansas City, Missouri Area

#### adidas Field Agent

- Execute visual merchandising directives within Dicks Sporting Goods stores
- Educate store staff on adidas product at KC area footwear retailers
- Build store and community relationships within the footwear industry
- Assist with marketing communications including setting in store displays
- Gather consumer feedback and relay back to adidas
- Collaborate with adidas running for KU Elite Eight Alphabounce activation

#### adidas Booster Agent

- Increase sales through adidas footwear try-ons at Finish Line stores
- Engage consumers at 2016 Boston Marathon Expo leading to record sales
- Participated in product education event for Scheels Footwear University
- Introduce consumers to the Harden Vol. 1 during the Harden VR Experience

#### GNC

1 year 4 months

#### Assistant Store Manager

August 2015 - September 2015 (2 months)

Overland Park, Kansas

#### Part Time Associate

June 2014 - July 2015 (1 year 2 months)

Ames, IA

- Helping customers find the right products
- Give advice about health and fitness
- Organize products to fit customer needs

#### Iowa State Athletics Department

##### Marketing Intern

April 2013 - May 2014 (1 year 2 months)

Ames, Iowa

- Lead intern for Cyclone Experience
- +Plan each appearance and activity for each game
- +Develop promotional items throughout season
- +Assign and delegate intern duties for 20 students
- Lead Intern for Iowa State Softball
- +Generate promotional materials throughout the season
- +Devise game day scripts including in game promotions
- +Oversee and assign duties for 2-3 interns each game

- +Manage marketing budget
- +Acquire sponsors for the season

- Assist Full Time Marketing Staff with promotional ideas and office duties
- Create promotional material using Adobe Design Programs
- Contribute to in-game promotions

## Ames Community Theater

Performer

February 2013 - April 2013 (3 months)

Ames, IA

The Mousetrap

-Giles Ralston

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## Education

Iowa State University

Bachelor of Science (B.S.), Marketing Major · (2011 - 2015)

Dale Carnegie

Effective Communication and Human Relations · (2013 - 2013)