

Robert Wagner

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PROFESSIONAL SUMMARY

Dynamic Sales & Marketing Professional with a robust background in Customer Success, Communications, and SaaS Software Support. Ready to leverage my skills and experience to drive success as a Marketing and Communications professional in my next role.

PROFESSIONAL EXPERIENCE

T1C – Salt Lake City, UT | Director of Sales & Marketing (Part-Time - Contractor)

June 2024 – Present

T1C is a Start-up that provides emotional KPI solutions, unifying teams' collective capacities, engaging individuals, and improving productivity, satisfaction, and tenure.

- Created content for this month's email marketing campaign which resulted in a successful 35% open rate, and 4% conversion as I began processing leads.
- Run customer sales presentations, leveraging technical and marketing documentation, and enhancing customer knowledge of T1C's products and solutions.
- **Tools** | ZOHO CRM, Email Campaign, Snagit, Figma, Microsoft Suite, and ChatGPT AI.

MVi – Salt Lake City, UT | Applications Support Engineer and Technical Writer

Nov 2017 – May 2024

MVi provides SaaS Solutions for Regulated Industries such as Financial Institutions and Municipalities as a Value-Added Reseller (VAR) for Laserfiche.

- Enhanced user experience on the company website through strategic updates and content management, leveraging communications and UI/UX backgrounds.
- I conducted onboarding/implementations for many of our 200+ customers where Product Education and Marketing was essential to successful Technical Hardware/Software adoption.
- Secured an additional \$300K in contract revenue by leading 30+ projects in 2023.
- **Special Project** | Upgraded MVi's Annual Review Form from a fillable PDF to a user-friendly, dynamic, web form, improving efficiency, collaboration, and engagement for the entire team for years.
- **Tools** | Laserfiche Server, Client, Workflow, Forms, and Import Agent, Microsoft Suite, CRM, SQL Server, SSMS, HTML, XML, CSS, PHP, JS.

Robert Half – Lehi, UT | Recruiting Manager

Mar 2017 – Oct 2017

- Sourced and presented qualified finance and accounting candidates within tight deadlines.
- Built a robust network, increasing talent pool by 800% in six months.
- Collaborated with teams to prioritize objectives and foster long-term client relationships.

Utah First Credit Union – Midvale, UT | Assistant Branch Manager

Jan 2016 - Feb 2017

- Reduced branch turnover by over 50% through team engagement and motivation strategies.
- Designed and executed local marketing campaigns, adding 3 new dealer partners and increasing loan applications.
- Achieved sales and loans goals over 80% of the time, supporting our branch's monthly bonus participation, and further engaging the team in the branch's success.

Universal Technical Institute – Rancho Cucamonga, CA | Field Admissions Representative

Feb 2012 – Dec 2015

- Expanded active accounts from 15 to 50+, generating \$800K-\$1.2M annually.
- Delivered career presentations and conducted extensive student interviews, supporting education and career planning.

BECU – Maple Valley, WA | Member Consultant

Jan 2006 – Feb 2012

- Drove new membership through branch marketing campaigns and writing marketing content to drive store traffic to our in-store credit union location.
- Achieved top 10% performance (NET Promoter) in customer service out of a 1,400-person team members, enhancing member satisfaction and credit union growth.
- Coordinated financial literacy programs, boosting youth membership applications.

Yellow Book, USA | Account Executive - Advertising

Oct 2004 – Dec 2005

- Drove \$200K+ in revenue through strategic sales and consulting customers on their local and Yellow Pages marketing campaigns.
- Consulted SMB Advertising campaigns achieving a 50% improvement in qualified leads.

EDUCATION & QUALIFICATIONS**Bachelor of Science in Web Design & Development**

BYU – Rexburg, Idaho

Certification in Web Media

BYU – Rexburg, Idaho

Associate of Science in Arts/Business

Green River – Auburn, WA

ABOUT ME

My co-workers describe me as optimistic, fun, easy to work with, and creative. My strengths are communication, relationship building, and team collaboration, and hobbies include camping, hiking, basketball, and spending time with family.

Professional Recommendations available [here](#).