

Robert Wagner

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PROFESSIONAL SUMMARY

Dynamic Sales & Marketing Professional with a robust background in Customer Success, Communications, and Technical Support. Proven track record in IT Project Management, stakeholder collaboration, and achieving business objectives. Ready to leverage diverse skills to drive success as a Marketing and Communications manager.

PROFESSIONAL EXPERIENCE

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

Nov 2017 – May 2024

- 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.
- With my background in Web Dev and Marketing/UI/UX Design, I was tasked with upgrading our fillable PDF Annual Review form into a dynamic, online form, serving our 30+ team members.
- See 6 Professional Recommendations from MVi Leadership and my co-workers [here](#).

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 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.
- Assisted clients in achieving a 50% improvement in qualified conversions.

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