

Aaron Marsden

Marketing and Community Management

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Professional Experience

Social Media & Community Manager

Feb. 2017 - Present

PowerSpike Inc.

Fueled the inbound and social media marketing strategy on both B2C and B2B ends of PowerSpike, a TechStars Accelerator 2018 Alum. Developed a community of users across multiple social platforms. Maintained close relationships with industry influencers as well as potential B2B prospects.

- Grew userbase from 89 to 17,000 users (19,001 %) with a consistent 20% monthly growth rate.
- Built monthly gross merchandise volume on marketplace from \$5,000/mo to \$150,000/mo
- Built entire social media strategy, from establishing the brand voice, outlining objectives and content types, and setting KPIs, all the way to planning crisis response plans.
- Cultivated social media followings from 850 to 3,050 followers, and increased engagement rates by 800%.
- Engaged our target audience with weekly blog, video, and social media content.
- Developed a strong community of users across platforms such as company forums, social media pages, and Discord servers.
- Hired and managed livestreaming influencers for enterprise customers such as Soylent and Camp Mobile.
- Built and maintained email marketing strategies and bolstered marketing automation funnels for leads at all stages of the buyer's journey.
- Established paid social media advertising strategies and campaigns across Facebook, Twitter, Reddit, and LinkedIn.
- Boosted social media and content marketing strategies by creating on-brand graphics and animations in Adobe After Effects, Illustrator, and Photoshop.
- Spearheaded PR efforts for a \$500,000 dollar investment round.

IT Technician

June 2016 - July 2018

Brandenburg Telecom

Provided assistance to customers and company employees with computer and software related issues on a daily basis. Maintained server quality and infrastructure, and assisted in updating company hardware to keep up with rising industry demands.

- Helped customers restore quality internet service during outages.
- Solved hardware and software issues on various internal Linux servers.
- Performed monthly upkeep on remote company central offices.
- Built and updated various web pages on the company website to increase online television subscriber signups.

Education

Associate of Arts

2016 - 2018

Elizabethtown Community and Technical College

Marketing

2018 - Present

Area of Expertise

- Inbound Marketing
- Content Strategy
- SEO
- Email Marketing/Marketing Automation
- Community Management
- Social Media Marketing/Management
- After Effects, Illustrator, Photoshop
- Gaming/Esports (of course!)

Certifications

- HubSpot Inbound Marketing Certification
- HubSpot Email Marketing Certification
- HubSpot Content Marketing Certification

University of Kentucky

Marketing and Business Management at the Gatton College of Business and Economics