



CALVIN SCRIMSHIRE

Marketing Professional with Leadership Experience

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EDUCATION & SKILLS

Bachelor of Arts, Narrative Storytelling

Brooks Institute of
Photography, 2008-2011

MARKETING

Google Ads
Facebook Ads
Taboola Ads
AdRoll

DESIGN

Adobe Creative Suite
Photo Editing
Video Editing
Graphic Design

WEB DESIGN

Javascript
HTML5
CSS3

WEB ENGINEERING

Design & Test Static Apps
CRM System Integration
Google Tag Manager
Python
PHP

PROFESSIONAL PROFILE

From engaging ads, to thoughtful website improvements, I create all-encompassing sales strategies that maximize customer value and increase fiscal revenue.

I'm a Marketing Manager with 7 years experience in e-commerce advertising for high growth brands and outbound lead generation.

Achievements: Grew a brand from \$1m annual sales to \$8m while I was managing their marketing. Also launched a new brand from scratch on Kickstarter earning \$300k, becoming the highest grossing pet product on Kickstarter, up until that time. It's now an international brand with over \$4m in annual sales. I achieved these results with a skeleton team (in many cases no marketing or design support at all). I outlined, designed, wrote, photographed, implemented, and in some cases engineered software to support the campaigns and strategies.

PROFESSIONAL EXPERIENCE

K9 Ballistics

2013-Present
Head of
Marketing

- Started as a web designer and worked up to Head of my department. Grew the company's revenue from \$1m to \$8m per year.

One Fast Cat

2015-Present
Head of
Marketing

- Sister brand to K9 Ballistics, I launched the Kickstarter campaign that earned \$300,000 in 60 days. I produced multiple viral videos, and One Fast Cat is now a thriving international brand.

Marketing Consultant

2017-2018

- Brief hiatus from the above companies when I decided to become a private marketing consultant. I worked with over 7 start-ups in this time and launched a profitable e-commerce business.

References available upon request.