

Chad Dalrymple

E: cf.dalrymple@live.com ☐ M: 402-984-4246 ☐ Boston, MA 02128

WORK EXPERIENCE

Nanigans - Boston, MA - Aug. 2014-Nov. 2014

Product Marketing Intern

- Write copy for and send weekly Product Update emails using Hubspot that reach over 1,500 users.
- Construct tutorials with Appcues as a supplement to the emails to aid in the understanding of and walkthrough the new product updates that reached 500+ users of the product
- Design and create graphics and other necessary collateral that were integral parts in the process for the weekly release messaging
- Helped organize a quarterly NPS survey to act as a gauge on how clients perceive the company. In order to further facilitate responses, Hubspot and Appcues were utilized as a reminder for clients to respond to the survey.
- Assisted with the Creation of a new Knowledge Base using Zendesk by adding articles, transferring Hubspot, and organizational responsibilities.

B&R Stores - Lincoln, NE - Jan. 2014-May 2014

Marketing & Promotions Intern

- Utilize tools daily such as Google Analytics and Facebook Insights to identify new trends, track social media reach, and monitor bounce rate and other indicators of traffic quality
- Weekly update of website content (i.e. blogs and job postings) using WordPress
- Edited and created graphics for promotional emails using Photoshop and other photo editing software

Nanonation - Lincoln, NE - Jan. - July 2013

Project Management Intern

- Developed and implemented an organizational plan to migrate company and client files from outdated network to a new Microsoft SharePoint platform.
- Created training material to educate new users of the uses of the company's Microsoft SharePoint site
- Worked with project managers to ensure a healthy project timeline by updating Contracts and Purchase Orders to ensure deadlines were met.
- Managed promotional and informational content for display on digital signage as requested by clients including Barneys New York, AT&T and Harley Davidson.

EDUCATION

University of Nebraska-Lincoln - [2008-2014]

Bachelor of Science in Business Administration-International Business

OTHER EXPERIENCE

November 2014

- Completed a Google Analytics course and received Inbound Marketing Certification from Hubspot.
- Manage my personal Wordpress page by adding blogs and updating with relevant content
- Technical Skills: Highly Proficient in Microsoft Office Suite, Hubspot, Wordpress. Proficient with Photoshop, Google Analytics, Zendesk, and HTML.