**Chad Dalrymple**

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**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* Developed and implemented an organizational plan to migrate company and client files from outdated network to a new Microsoft SharePoint platform.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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* 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.