

# COBY EASTWOOD

Email: cobyeastwood@gmail.com - Cell: (503) 720-1585 - Website: cobyeastwood.com

## WORK EXPERIENCE

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### Crosspoint Evaluations

Crosspoint is an early-stage med-legal consulting firm that provides evaluations and services for publicly and privately held organizations.

#### Marketing Operations Manager

June 2019 - Present // San Francisco, CA

- Crafting push and pull marketing campaigns to reach new clients and promote consulting services.
- Analyzing data and leveraging insights to conduct competitive analysis, track key performance indicators, and refine go to market strategies.
- Leading three sales associates and using CRM to manage all stages of the sales pipeline from lead generation until sale.
- Sourcing, nurturing and closing legal partnerships.

#### Marketing Operations Analyst

January 2019 - June 2019 // San Francisco, CA

- Conducted and presented market research, growth strategy, and performed due diligence on 79 prospective partners.
- Researched, negotiated, and signed 37 board-certified physicians to Crosspoint's Expert Panel.
- Improved SEO rankings from 28th to 3rd for related keywords by tracking site metrics on Google Analytics, writing informative content, back-linking, and creating concise metadata tags/site titles.

### Table Public Relations

Table is a communications firm that offers full-service public relations, social media, and executive visibility programs for technology startups.

#### Associate

June 2018 - January 2019 // San Francisco, CA

- Cultivated relationships with editors from major publications such as TechCrunch, WSJ, AP, NYT, and SF Chronicle.
- First-hand experience working with CEOs from venture-backed technology startups to build creative communication plans.
- Secured coverage for TripScout in multiple media channels resulting in over 13 million impressions.

### Pantry Fuel

Pantry Fuel is a meal delivery service that creates healthy meals with ingredients sourced from local farms for quality nutrition.

#### Growth Marketing Intern

September 2017 - January 2018 // Spokane, WA

- Built a social media strategy and operated social media accounts, boosting engagement, and leading to a 32% increase in new consumers.

### Nike

Nike is the world's largest designer, manufacturer, distributor of athletic footwear, apparel, equipment, and services.

#### Retail Associate

Summer 2013 - Summer 2016 // Beaverton, OR

- Helped drive sales by engaging with customers and serving their needs.

## EDUCATION

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### Gonzaga University

2014 - 2018 // Spokane, WA

Bachelor of Business Administration in Marketing and Entrepreneurship/Innovation.

#### Study Abroad

Summer 2017 // Beijing, China

Business School Program in Business Management Information Systems and Finance.

## ATHLETICS

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### NCAA D1

2014 - 2018 // Spokane, WA

Participated in Men's Cross Country and Track. Committed to 25+ hours of weekly athletic training, including daily morning and afternoon practices.

## SKILLS

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### Programming Languages & Frameworks

JavaScript, TypeScript, Python, Node.js, React.js, Express, MongoDB, Flask, HTML5, SCSS/CSS3, SQL, and Bootstrap.

### Tools & Platforms

Excel, Google Ads, Google Analytics, Google Keyword Planner, SEMrush, Wordpress, Pipedrive (CRM), SurveyMonkey, and Mailchimp.

### Design

Adobe Illustrator, Adobe XD, and Adobe Photoshop.

### Foreign Languages

Dutch, German, and a little Mandarin.

## PROJECTS

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### Igluu

Igluu is a community-based real estate search platform focused on seamless rental listings, and discovery.

### Project-Based Software Developer

March 2020 - Present // New York, NY

Worked with highly experienced Software Developers, UI, and UX teams. Utilized JavaScript, React.js, HTML5, and CSS3 to create a product landing page and individual React components for Igluu's website.