

DAVID ROOST

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ACCOUNT MANAGER (I).....Jun. 2015 - Present

Hilti Inc., Orange County, CA

- Personally responsible for \$ 1.7 M net sales in the first six months on the job, an increase of \$246 K from previous six mo.
- Exceeded goals by beating 2015 quarter four strategic product profit targets by \$28K.
- Developed deep understanding of all construction trades through attending intensive month corporate training in North America Headquarters. Completed professional situational selling skills training, examinations, and extensive role playing.
- Lead the team in Orange County to second highest sales activities per day in North America. 50-60 per day.
- Analyze and identify potential key accounts to then develop personal relationships with key decision makers.

OWNER/CREATIVE DIRECTOR.....Dec. 2012 - Present

David Roost Creative, San Diego, CA

- Creative consultant responsible for marketing, branding, design, event planning and shaping creative strategy.
- Complete rebranding of a professional soccer team, developed an intensive brand identity guide for San Francisco City F.C.

DIGITAL MARKETING SPECIALIST.....Aug. 2010 - Dec. 2012

Fresno State Athletics Department, Fresno, CA

- Social media campaign push, Facebook "likes" grew by additional +10,000 ($\approx 6,000$ to $\approx 16,448$)
- Increased membership from 957 to 3,825. Doubled revenue via student tickets/fees from \$1.9 M to \$4.3 M
- Coordinated marketing, budget management and implementation, for NCAA division I equestrian and women's lacrosse. Execution of sponsorship obligations, promotional videos, fan experience, community outreach, game-day management.
- Expanded the attendance at home events as the coordinator of the Dog Pound student section and ticketing program.
 - Built sponsor relationships, secured local and national sponsors. Created and executed promotional calendar.
- Event coordinator, assisting in the coordination, planning, execution and management of hundreds of events.
- Project manager of the "look and feel" of all things Fresno State Athletics, including:
 - Website design, identity development, photography, promotional conceptualization, user design experience, branding, social media, direct mail, television & newspaper ads, brochures, email newsletters, posters, and signs.
- Created highly persuasive sales and marketing presentations for internal use, commercial use, and fundraising use.
- Responsible for design, creation, and management of all publications, including 16 large-scale media guides per year.
- Artistic leadership across all print and digital media, establishing consistency in graphic design, conceptual direction, layouts, typography composition, font and color management.

SEASONAL TICKET SALES ACCOUNT EXECUTIVE.....Jun. 2010 - Jul. 2010

Arizona Cardinals Football Club, Glendale, AZ

- Cold-called local businesses and individuals +\$17,000 in new ticket sales revenue in 35 days.

ANNUAL GIVING INTERN & AMBASSADOR.....Aug. 2009 - May. 2010

Wildcat Club - University of Arizona Athletics Department, Tucson, AZ

- Proactive cultivator of donor relationships. Efficient fundraising solicitor, securing a donation on 25% of all calls.

ZONA ZOO EXECUTIVE DIRECTOR.....May 2007 - May. 2009

University of Arizona Athletics Department & Associated Students, Tucson, AZ

- Appointed two consecutive terms as CEO of the nation's largest student-run student section and ticketing program for college athletics, representing 12,000+ student members.
- Wrote policy to increase annual departmental revenue by 62%, a boost of + \$453,000
- Improved Men's Basketball conference game attendance by + 26.7%
- Wrote, proposed, and negotiated strategic all-inclusive student-ticketing policy contracts.
- Hired and trained 80+ members while designing a cross-functional team structure.
- Established the Zona Zoo merchandise line, resulting in a 2.5% royalty and distribution to multiple local retail locations.

EDUCATION.....Aug. 2005 - May. 2009

The University of Arizona, Tucson, AZ

- B.S. | Major: Resource Economics and Management | Minor: Business Management/Marketing

