

Thad Baker

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Professional Experience:

Inbound Marketer/SEO (March 2013- Present)

OPUBCO Digital Marketing Services, Oklahoma City, Oklahoma

- Plan, execute, and manage inbound marketing campaigns for over 20 clients that successfully contribute to their overall marketing goals.
- Use SEO, social networks, keyword research, and growth hacking to increase website traffic and revenue.
- Meet with clients to analyze marketing goals, develop inbound marketing strategies, and review successes and challenges.
- Knowledgeable in a wide range of inbound marketing techniques including content marketing, email and social media outreach, blogging, copy writing, and public relations.

Payroll Specialist (April 2012–March 2013)

Paycom Payroll LLC, Oklahoma City, Oklahoma

- Manually process payrolls for over 100 nationwide client accounts worth over \$600,000 in annual revenue while building rapport, providing professional customer service and personalized step-by-step instruction.
- Resolve issues and problems by researching and presenting resolutions in a timely and professional manner.
- Stay current on various system platforms and new technology enhancements.
- Stay updated on current federal and state tax laws and changes.
- Validate, process and correct more than 6,000 W2's in less than one week.
- Confirm, file and pay state unemployment tax returns (SUTA) every quarter for all Paycom clients in the state of Indiana.

Account Executive (March 2011-April 2012)

The Purcell Register, Purcell, Oklahoma

- Established positive relationships with clients by following through on commitments and surpassing expectations.
- Promoted advertising sales of newspaper, special sections, and online advertising.
- Actively promoted reader involvement through surveys, giveaways and special events.

Advertising Manager (May 2009 – May 2010)

The University of Oklahoma Student Media, *The Oklahoma Daily*, Norman, Oklahoma

- Launched and coordinated a marketing team to promote *The Oklahoma Daily*.
- Managed and motivated 12 account executives to reach performance and profit objectives.
- Maintained and updated online advertising on *oudaily.com* as well as provided statistical data for all clients.
- Successfully served more than 40 national, local and campus clients while enrolled as a full-time student.
- Utilized cold-calling, trade journals, competitive media and online research in seeking prospective clients for my staff and myself.
- Was actively involved in the planning, development and execution of various print publications and marketing campaigns.

Account Executive (August 2008 – May 2009)

The University of Oklahoma Student Media, *The Oklahoma Daily*, Norman, Oklahoma

- Maintained client relationships while also promoting *The Oklahoma Daily*, *oudaily.com* and numerous other special publications.
- Served more than 50 clients and continuously searched for prospective clients.

Education:

- The University of Oklahoma, Norman, Oklahoma, May 2010.
- Bachelor of Arts in Journalism and Mass Communication/Advertising.
- Major GPA 3.29

Skills & Activities:

- Proficient in Microsoft Office, Paycom software, Pre-1 Smartpublisher, OpenX, Adobe Photoshop, Adobe InDesign, Simmons Choices 3 and iPhoto.
- Marching Band Percussion Instructor, Purcell High School, (2011-2012 season)
- Member of the OU Drumline and Pride of Oklahoma Marching Band (2005-2007).