**Personal Summary**

* Extroverted, charismatic, not afraid to meet new people
* Team player, enjoys problem solving within a group or individually, critical thinker with an active imagination
* Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively
* Excellent interpersonal communication skills

**Experience**

* Marketing Software Solutions Manager, Ottawa University, Ottawa, KS 2012-present
  + Responsible for systems programming, analysis and modification in support of the University’s marketing needs. These systems include both content and customer relationship management tools.
  + Strategic planning with faculty, schools, and administration units to facilitate a coordinate a consistent online/digital marketing approach
  + Coordinate marketing efforts (gathering content, testimonials, and market research) around new program implementation with the university registrar and university leaders.
  + Develop and execute marketing initiatives, through project management, with responsibility for leading extended teams and vendors (PlattForm, Zaiss & Company, Hobsons) through the process.
    - Determine business requirements for marketing projects and develop logical specifications towards meeting those expectations.
    - Implement projects successfully and within budget.
    - Provide continuous analysis for reporting of campaign performance and proactively make necessary adjustments toward optimizing the marketing spend for all active marketing initiatives.
  + Social Media, Search Engine Optimization, and Display Advertising.
  + Show leadership by being highly motivated, self-driven, and detail oriented in building and maintaining relationships within the university and various external media vendors and clients.
  + Developing, implementing and maintaining online/digitial marketing and communications policies and strategies in conjunction with staff in academic and administrative centers
  + Abilities in using the Salesforce platform for university enrollment management.
  + Skills required: HTML, CSS, SQL, Apex, Google Analytics/Webmaster/etc., Microsoft Office Suite, limited Adobe Photoshop/InDesign, social platforms (Facebook, Twitter, LinkedIn, etc.)
* Interactive Content Coordinator, Ottawa University, Ottawa, KS 2011-2012
  + Responsible for development and coordination of online interactive marketing content for the University.
  + Show leadership by being highly motivated, self-driven, and detail oriented in establishing and maintaining relationships within the university and various external media vendors and clients.
  + Utilization of a wide variety of interactive marketing tools including Pay Per Click, Social Media, Search Engine Optimization, and Display Advertising.
  + Accountable for all content on primary marketing websites, social media platforms and any other electronic mediums.
  + Responsible for providing technical and marketing support to university enrollment management for email drip campaigns, auto-response email campaigns, and other cultivation/refinement strategies.
* Enrollment Advisor, Ottawa University, Ottawa, KS 2009-2012
  + Utilized the TargetX Customer Relationship Manager (built on Force.com) to manage a large customer portfolio completing daily and weekly tasks with efficiency and effectiveness.
  + Attained or exceed weekly, monthly and term enrollment goals as well as hitting on key metrics.
  + Was hired to help establish the university’s first “call center” type enrollment staff and was involved in setting many of the policies and procedures still in use today.
* Collector, Nelnet, Lincoln, NE 2007-2009
  + Attained or exceed weekly and monthly performance goals.
  + Excelled at securing a close of the transaction while educating customers to prevent future delinquencies.
  + Proficient in utilizing Microsoft Office Suite to create reporting and analysis for all clients.
  + Ability to articulate analysis from created reporting to clients and marketing planner to help shape the overall interactive marketing strategy.

**Education**

* Nebraska Wesleyan University, Lincoln, NE 2005-2009
  + Bachelor of Arts in Theatre Arts
    - Musical Theatre, Theatre, Lighting/Sound Design/Operation
  + Bachelor of Arts in Religious Studies
    - Pre-Judeo-Christian-Islamic traditions, Religious Definitions

**Selected Skills**

|  |  |  |
| --- | --- | --- |
| HTML | Social Media | Web Design |
| CSS | Marketing | Web functionality |
| SQL | Email Marketing | Photoshop |
| Apex (limited) | Kentico CMS | InDesign |

**Extras**

* Performs in professional and community theatre throughout the KC metro
  + Unicorn Theatre
  + Musical Theatre Heritage
  + Egads Theatre Co.
  + KC Symphony

**References**

* Bryce Bettin  
  Director of Business Intelligence  
  Ottawa University  
  Ottawa KS, 66067  
  C 214.725.1429
* Bruce Hartwick  
  Marketing Program Communications Manager  
  Ottawa University  
  Ottawa KS, 66067  
  C 785-317-2376
* Jake Ashley  
  Senior Account Executive  
  Netchemia  
  Prairie Village, KS 66208  
  C 636-352-7008