

Drew Holbrook

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Professional Experience

Director of Marketing and Events

2014 – 2018

Crested Butte Nordic

Marketing

- Analyzed registration data and adjusted pricing and promotion to help grow event revenue by \$60,000 over two years.
- Secured marketing grant funding and increased the annual marketing budget from \$10,000 in 2013 to \$45,000 in 2016.
- Built and managed marketing and communications platforms including website as well as Facebook, Instagram, and email marketing accounts. Integrated these tools to create targeted advertising campaigns.
- Hired and managed a web designer, photographers, videographers, event ambassadors, and graphic designers to create marketing content.
- Worked with media outlets and journalists

Events

- Managed over 100 volunteers.
- Managed online registration systems.

Other

- Established and managed online store
- Implemented mobile POS system
- Implemented and administrated Google Business Apps



Education

Software Engineering

2018 – 2021

Launch School [↗](#)

A rigorous, assessment based curriculum focused on mastery of software engineering fundamentals.

BA Economics

2004 – 2008

University of Vermont [↗](#)



Skills

Languages

JavaScript (ES5 & ES6+)
Ruby
SQL
HTML5 & CSS3

Frameworks

Sinatra
jQuery
Handlebars.js

Other

HTTP
Git & GitHub
OOP