

AUSTIN J. SIMPKINS

GROWTH ORIENTED MARKETING PROFESSIONAL

Mission oriented, digital marketing and strategist, with 4 years of experience and a proven track record of assisting marketing teams initiatives from end-to-end to achieve new levels of success. Key skills include: marketing automation systems, lead nurturing, content marketing, email marketing, social media, and web design. Experience with working in a collaborative teams approach, yet able to work independently when needed. Communicates effectively at all levels with clients and colleagues alike and thrives on responsibility and challenges.

EXPERIENCE

SELDAT DISTRIBUTION, INC. & BLU LOGISTICS

2019 - Present

USA Product Marketing Strategist

Marketing and development strategist collaborating with cross functional, international teams to bring a profitable portfolio of 3PL products and services to market on time and on budget that address customer needs and evolving industry dynamics.

- Collaborated with the Blu's global marketing and sales teams in LATAM to make informed marketing decisions that would benefit the wider company and optimize resources.
- Supported the sales team including the following activities but not limited too: SalesForce, lead research, go-to-market collateral, sales material, and competitive intelligence information to drive demand and enable sales team initiatives.
- Strategize and develop digital marketing strategies that align with the wider Blu organizations goals and future outlook.
- Research and development of new customer on-boarding process (utilizing HTML, CSS JavaScript, Node.js).

2018 - 2019

Product Marketing Strategist

- Accountable for marketing activities covering warehousing, distribution, fulfilment, transportation, cold chain logistics, last mile delivery, staffing (recruitment process outsourcing), customs brokerage, and international freight forwarding
- Create customer-facing messaging to clearly communicate the benefits and features of each supply chain solution
- Organize and develop content, activities, and scheduling for company-wide global sales conferences and targeted training events
- Conduct competitor analysis and market research to better understand the industry landscape
- Generate content marketing assets to increase brand identity and awareness
- Develop go-to-market collateral, sales material, and competitive intelligence information to drive demand and enable sales team initiatives
- Launch new websites and redesign legacy sites to build the ongoing relationship with customers and prospects
- Create email and social campaigns to drive awareness and provide MQLs to the funnel
- Increased web traffic 56%+
- Increase lead conversion rate 34%+
- Ad hoc projects as assigned by senior management

2016 - 2018

OCEANSTAR, INC. (MERGED W/ SELDAT DISTRIBUTION, INC. 2018)

Marketing and Sales Strategist

Supply chain marketing leader, collaborated with sales team to provide targeted leads, brochures, presentations, and updated the website with material targeted to our market. Led the implementation of a digital marketing strategy in order to build a strong online presence for a start up freight forwarder.

- Assisted with positioning the company among competitors and developing a target market
- Developed an online marketing communication strategy via website, email marketing, social media and SEO.
- Developed and maintained company website
- Collaborated with senior leadership to structure and streamline the sales process

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EDUCATION

BS, BUSINESS MARKETING

California State University of Long Beach

UX/UI BOOTCAMP

University of California Irvine

SKILLS

UX / UI Design



Adobe Illustrator



Adobe Indesign



Adobe XD



Adobe Photoshop



Wordpress



Email Marketing



Google Marketing Suite



Print Design



HTML / CSS / JS



DESIGN PORTFOLIO



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