Greg Turner

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720-378-3031

Overview

A web developer with a solid marketing background.

Marketing Analyst I | The Amynta Group   2018 – Present

- Previously part of the Warranty Solutions marketing team
- Reorganization of the marketing departments to become a shared services team supporting 13 business units.

- Project Manager for two website redesigns.
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Marketing Coordinator | Warranty Solutions   2016 - 2018

- Develop and maintain all project related documentation including project scope, budget, requirements, project timelines & internal meetings.
- Manage all Marketing databases, track opportunities and create reports.
- Lead the execution of all product related marketing and customer facing materials for agent and dealer rollout.
- Responsible for the creative development and production of marketing materials, including vendor management.

- Build constructive business relationships with all marketing stakeholders, including 3rd party vendors.
- Assist in developing and monitoring annual marketing plan.

Achievements
- *Juggled multiple projects at once in a fast-paced, results oriented environment*
- *Average Email Open Rate was 57% in 2017.*
- *Managed the team in the creation and production of four new product launches in 2017.*

Marketing Coordinator | Vitorino Group   2015 - 2016

- Managed the launch and design of the company's new website.
- Responsible for content coordination, writing, graphics coordination, formatting and delivery of proposal by deadline.
- Ensure all proposals align with brand standards and strategy.

- Executed the re-brand of all marketing materials.
- Collaborated to create and develop strategic RFPs that came to the marketing team.
- Created and launched digital email campaigns and written content to drive awareness and support lead generation.

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- Analyzed metrics provided by our email platform and Google Analytics to determine which goals and sales objectives were achieved, as defined by the leadership team.

Marketing Assistant | Coldwell Banker Devonshire   2013 - 2015

- Managed the marketing for seven top-producing agents in the real estate office.
- Provided each of my agents' market insights and proposed strategies for growing their real estate careers and maintaining their success in an extremely competitive Denver metro market.

- Managed the creation, production, and distribution of marketing materials, including email campaigns and social media marketing.

Achievements
- *In 2014, marketing campaigns resulted in 43 listings and sales of more than $20.6 million.*

Broker Associate | Live Urban Real Estate   2012

- Licensed realtor with a boutique Denver real estate company.

Account Manager | U.S. Bankruptcy Court   2010 - 2011

Marketing Assistant | iCAT Managers   2007 - 2009

- Supported four Regional Vice Presidents and other business leaders through development of marketing materials, data analysis and reporting.
- Coordinated the development of marketing collateral, email, and PR initiatives.

Achievements
- *Developed a web-based reporting tool to generate customer-marketing insights from email marketing campaigns resulting in a 20% capture rate of new business.*

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Account Manager | U.S. Bankruptcy Court   2005 - 2007

- Uploaded judges' opinions and update key information on the court's public website.
- Maintained the court's internal website by updating content as necessary.

Store Marketing Director | Whole Foods Marketing   2003 - 2005

- Managed the store marketing and donation annual budget.
- Ordered and tracked inventory of promotional items and marketing collateral.
- Worked with outside vendors, consultants and supported company's outreach efforts and public relation initiatives.

Skills

- HTML5, CSS
- JavaScript, jQuery
- Node.js

- Project Management
- Campaign Management
- Adobe Creative Cloud

Education

Coding Bootcamp   2018
Full Stack Web Developer Program
University of Denver
Denver, Colorado

Bachelor of Arts, Advertising   2001
Minor, Spanish
Southern Methodist University
Dallas, Texas