**KARL HASS RESUME**

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**PROFESSIONAL EXPERIENCE**

**Prime Digital Academy: Graduation Jan 12th, 2016 - MEAN Stack Developer**

**HTML, CSS, Javascript, Jquery, Grunt, express, Mongo DB, node.js, AngularJS, Git Hub, Bootstrap, Heroku,**

**Digital Solutions Specialist, Zimmerman Advertising, Fort Lauderdale FL (Freelance Dec 14-April 15)**

* Manage social media programming for Kane’s Furniture and Firehouse Subs
* Manage strategy, analytics and implementation of Facebook, LinkedIn and Twitter postings
* Recommendations for Kane’s Furniture yearly email marketing
* Created build out proposal for a Boston Market mobile application

**Senior Digital Project Manager, Livin Interactive, Fort Lauderdale FL (Dec 13 to Nov 14)**

* Manage the creation of tablet applications, videos games, digital displays, digital graffiti walls and interactive elements
* Created proposals for new and current business along with copy and tools for sales teams
* Managed multiple digital projects from various experiential marketing agency clients
* Provided analytical breakdown of social media sharing and quantitative data reporting
* Developed rapport with all departments to seamlessly funnel projects with tight timelines

**Upper Midwest and NV District Manager, Mosaic XM, Campari America, Chicago IL (Dec 11 to Nov 13)**

* Develop and maintain key relationships with Campari clients, vendors and distributors to ensure quality control strategies, sales goals, KPIs and timelines were exceeded
* Created the operations infrastructure for the strategic marketing plan including procedures, recruiting, budget creation, training and payroll
* Managed team of 72 marketing reps in 6 markets and provided direction in protocol, marketing execution and client reporting expectations
* Assisted all units at Mosaic in creative and strategic brainstorming and management staffing
* Run of show production for large budget events and key speaker at whiskey festivals and account training seminars

**Account Executive, GMR Marketing, Beam Global, Milwaukee WI (2011)**

* National Account Lead for Pucker Cordials and Regional Manager for Beam Control States under multiple brand programs
* Drove program from 18,000 under goal to 6,076 samples over, while coming in under budget
* Managed client relations with employees at the top of Beam Global Brand Team ranks
* Oversaw and developed 11 full time managers in 8 markets Aided in obtaining $5 million worth of new budgeted Beam Global 2012 business
* Assisted in creative planning and budget creation for all 2012 multi brand programming

**Independent Marketing Contractor (2005 - 2010)**

* Lead experiential programs in the Chicago Land and Twin Cities area for various clients and agencies.
* Amp Energy - Pepsi -2009, 2010 Reggie for Experiential Marketing 1 million+
* Macallan Scotch -2008
* Saturn -2008
* Kaplan Test Prep -2008
* GMC -2005
* ESPN 2005-2006

**MN Territory Manager, Miller Brewing /Team Enterprises Minneapolis MN (2007 - 2008)**

* Manage client, account and distributor relationships, product specialist staff, budgets and promotional product inventory.
* Managed relationships with Miller Brewing, (3) local distributors and vendors.
* Completed 245 Miller promotions in 3.5 months in 3 college markets on budget
* Recruited, coached and lead 3 separate staffs totaling 35 people in 3 markets
* Worked with digital creative teams to enhance tablet application

**Associate Producer, BI Marketing, Edina MN (2006-2007)**

* Worked on experiential marketing campaigns for Verizon FiOS and new business proposals
* Created and presented weekly strategic marketing budgets and proposals to Verizon clients
* Worked with copywriters and graphic designers to develop event signage
* Managed staff to drive measurable results for FiOS sales and marketing campaigns
* Developed guidelines to expatiate the delivery for signage and to print production

**Program Manager, Coca Cola/NCAA-CPC Marketing, Eagan MN (2006)**

* Managed 5 tour managers and 8 local staff during a five month national tour, which CPC billed Coca Cola $3.5 Million annually for Handled logistics and budgetary concerns for the tour
* Procurement, maintenance and replacement for $750,000 worth of equipment and vehicles
* Setup and activated a 15,000 sq. ft. sports interactive area at NCAA National Championships
* Developed a trip itinerary to save the client $5500 over the original plan

**Writer, Designer and Event Coordinator, Riplfx Group, St. Cloud MN (2001-2004)**

* Held an active role in various positions that contributed to the company’s growth and the success of their many endeavors.
* Produced a monthly column that became a highlight of the magazine: Krazy K Q and A
* Headed several teams during music festivals, concert planning and event set up
* Supervised interns and taught digital and web content applications

**EDUCATION**

* + BS: Mass Communications; Advertising and Marketing Minor, St. Cloud State, St. Cloud MN
  + MBA, Bethel University, St. Paul MN (1 yr Leadership and Marketing research complete)

***Please see my personal business and online marketing for Reclaimed Art Craftsman I have developed.***

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