

Mark J. Linskog

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Sales & Marketing Content Coordinator

Inside sales development specialist with experience in sales & content development, managing projects & teams, social media scheduling, and customer service. **Developed understanding of the following areas:**

Front-end Web Development • Client-side APIs • Broadcast Journalism • Marketing Content • Sales/Territory Development • Training & Development • Candidate Interviewing • Customer Service • Team Management and Production • Email & Marketing Campaigns

Technical Skills

VSCode • Github • Salesforce CRM • Act-On • GeoPointe • Microsoft Suite • Google Suite • Adobe After Effects • Adobe Premier • Adobe Photoshop • Adobe Audition • Zoho Social

Languages

HTML • CSS • JavaScript

Education

Ohio State University, Coding Bootcamp Certification – In Progress
Ohio University, Bachelor of Arts – History - Athens, OH

Sales & Marketing Experience

NuGrowth Solutions | Columbus, OH

February 2020 – May-2021

Outsourced sales and marketing service company focused on net new business development.

Dedicated Tactic Group Campaign Representative -

- Utilize Inside Sales skills from prior position to spearhead multiple accounts in sales development in market at once
- Create interest and generate pipeline development within a 90-day client cycle

Inside Sales Executive -

- Dedicated inside sales representative for UCaaS/Webinar platform provider (Onstream Media)
- Create over 250 impressions into the market each week through phone and email
- Product expert responsible for qualifying prospects and running through demonstrations
- Achieved multiple Performance Excellence Awards on monthly basis

The Pipeline: Strategies | Boulder, CO

August 2019 – February 2020

People strategies firm dedicated to branding companies as Employer of Choice through people pipelines.

Partner In Development -

- Research and coordinate content and scheduling for social media, including quarterly and special event campaigns.
- Research content and develop territory for two digital publications - Harvest & Plume and The Cannabis Session.
- Create and deliver email and social media campaigns.
- Create relationships with rising entrepreneurs

WOUB | Athens, OH

September 2015- April 2016

A public community radio station providing programming for residents of Athens County and students of Ohio University.

Breaking News Writer -

Wrote breaking content regarding local government, accidents, and OU news that was featured in live air news segments.

Management Experience

Subway | Ashland, OH

2013 - 2017

Family-owned business consisting of two branded franchises.

Opening/Closing Manager-

- Trained team members on food safety, customer service, and skill development.
- Inventory management including stocked and ordered necessary items for business resumption and continuation.
- Balance and resolve end-of-day sales while preparing cash tills for following shifts.
- Responsible for bank details, including deposit of daily cash and ensuring stores were properly stocked with rolled coins and bills.
- Ensure excellence in customer service, food preparation, and atmosphere

