

Phillip Hengemuhle

Cell: 720-352-1928, E-Mail: phengemuhle@gmail.com

Digital Marketing Manager / Project Manager

Versatile, goal-oriented and dynamic Professional with enriched **10+ years'** experience spanning Sales and Marketing Management, and Vendor Management. Effectively leverages an unparalleled marketing acumen, and entrepreneurial expertise to consistently establish, drive and manage lucrative businesses. Proficient in areas of Digital and Social Media Marketing, account-based marketing, email marketing, search engine optimization, video marketing, graphic designing, adaptive interaction and web publications. Proven track-record in devising and administering marketing campaign budgets while consistently generating attractive revenues. Expertly manages and guides sizeable teams, continually fostering a climate of growth while ensuring a quality consumer experience.

Accomplishments across the Tenure

- ~ **Successfully founded multiple profitable businesses, leveraging a keen business acumen and knack for customer understanding and targeted marketing.**
- ~ **Deployed strategic market research and demographic analysis to define the target audience and generate leads and facilitated profitability within first nine months of operation.**
 - ~ **Drove significant sales growth (\$100k p.a.) by adeptly negotiating agency contracts and regularly interacting with direct clientele.**
 - ~ **Managed and controlled sizeable budgets for multiple challenging concurrent projects. (More than \$50,000)**
- ~ **Spearheaded a strategic restructuring of the company, facilitating a 200% sales increase within first two years of tenure.**
- ~ **Showcased proficiency in Marketing via Social Media, SEO, Graphic Design, and Publications.**

SKILL AREAS: Strategic Market Planning ♦ Digital Marketing ♦ Project Management ♦ Vendor Management ♦ Competitive Analysis ♦ Sales Management ♦ Market Research and Analysis ♦ Team Building ♦ Problem-solving ♦ Decision Making ♦ Consultative Selling Strategies ♦ Market Penetration ♦ Lead Generation ♦ Lead Tracking ♦ Customer Service ♦ Productivity Improvement ♦ Customer Relationship Management ♦ Leadership

PROFESSIONAL EXPERIENCE

BUILDING ON DEMAND, LOUISVILLE, CO, UNITED STATES (2017 – PRESENT)

Founder

Co-Founded general construction company to meet the needs of the MMJ and rental industries. Researched, discovered, and filled a gap in the construction market offering services to extreme time restricted projects.

- Founded a construction business to service the needs of MMJ industry, building on arduous schedules, usually between the brief gaps in cycles.
- Partook advanced market analysis to identify prospective business opportunities and capitalize on them to drive growth.
- Deployed effective marketing techniques to grow client base and generate business leads; especially focusing on social media marketing.
- Proficiently managed multiple projects under strict timelines, while always ensuring a quality consumer experience.

AMERICAN PRODUCE, DENVER, CO, UNITED STATES (2016 – 2017)

Commodity Buyer, Vendor Marketing Manager

Worked with farmers and brokers throughout the world to locate and negotiate the purchase of commodities, ensuring supply and probability to meet the needs of my clients. I worked cross-functionally to with my accounts to design and fulfill sales and advertisements.

- Enhanced product transportation systems by optimizing shipping schedules, to ensure profitability.

- Leveraged effective supply chain management tactics to negotiate pricing and significantly increase profit margins.
- Created as well as managed weekly financial budgets, consistently cutting costs and improving revenues.
- Effectively liaised with strategic partners to maintain an infallible quality standard and excellent stakeholder experience.
- Deployed innovative and adaptive purchasing techniques to lucratively navigate fluctuating markets
- Identified and predicted critical supply chain disruptions and market shortages by conducting deep market research and analysis

CUSTOM EXPRESSIONS, ERIE, CO, UNITED STATES (2010 – 2016)

Co-Founder, Marketing Director & Lead Installer

Co-founded a luxury tile company targeted at high-end clients in and around Boulder, CO. I worked with my partner to perfect our brand image through logo and marketing material design, well-defined target market, and expert development of accounts and client list.

Deployed strategic market research and demographic analysis to define the target audience and generate leads and facilitated profitability within first nine months of operation.

- Effectively juggled multiple concurrent projects while supervising a team of five employees, also collaborating the work of construction crews.
- Drove significant sales growth (\$100k p.a.) by adeptly negotiating agency contracts and regularly interacting with direct clientele.
- Undertook targeted troubleshooting by regularly liaising with clients to identify and service abstract needs and challenges.
- Managed and controlled sizeable budgets for multiple challenging concurrent projects. (More than \$50,000)
- Introduced adaptive marketing techniques to effectively close an array of profitable accounts, ranging from individuals, companies to universities.

GINSBERG ENTERPRISES LLC, BOULDER, CO, UNITED STATES (2005 – 2010)

General Manager, Sales and Marketing

I was charged with all aspects of marketing including creation and implementation of marketing material, SEO/website design, Social Media and Email Marketing, as well as event planning and execution. Expanded, grew and maintained, extensive client list. Capitalizing on expert skills in adapting presentation and sales plans to meet individual consumer needs.

- Handled executive management and target marketing strategies for three subsidiary companies while consistently augmenting on-field sales.
- Spearheaded a strategic restructuring of the company, facilitating a 200% sales increase within first two years of tenure.
- Showcased specialized excellence in Marketing via Social Media, SEO, Graphic Design, and Publications.
- Established as well as maintained strong bonds with stakeholders to consistently drive business and growth.
- Supervised and mentored a team of 15 employees to continually motivate and optimize performance. Assisted with effective hiring and training of the best available talent.
- Introduced innovative marketing techniques, leveraging a keen understanding of social networking websites.
- Managed sizeable budgets (Exceeding \$200k/company) while effectively saving up on costs and boosting revenues.

PROFESSIONAL DEVELOPMENT

-
- Bachelor of Science in Business Administration (Marketing), 2009 – 2012
 - University of Colorado Boulder, USA

TECHNICAL SKILLS

-
- Microsoft Office, Photoshop, Google Analytics and AdWords.
 - Python and SQL (Ongoing Development)