

Top 10 Reasons why SaleAMP Absolutely MUST get Travis Gorman on the Phone IMMEDIATELY to Schedule an Interview for the Marketing Account Manager Position:

#10. I Connect With People

My social & interpersonal skills- I can go from meeting with a sales team to a creative briefing, and then go meet with C-level executives. My ability to communicate in the ways that people respond best to lets me build rapport quickly, collaborate effectively, resolve conflict, and integrate myself seamlessly into any team.

#9. I Deliver Exceptional Client Service

As an empathetic, active listener, I am in tune with what people are trying to say and what they really want. When I meet with clients, they leave knowing exactly what deliverables to expect, and when.

#8. I Promote Clarity in Communications

Someone recently told me, *"You are the most articulate person that I have ever met"*. Clarity is so important in this profession, and I can think of times where more of it would have saved a LOT of time and money.

#7. I am Dedicated to Improvement

I have a BA in advertising, but it is really my obsessive curiosity and the dedication I put into learning new skills, ideas and technology every single day that makes me someone you want to have in your company.

#6. I am an Effective Project Manager

When I don't know how to do something, I can quickly find someone who does. Regardless of my title, ultimately I am a project manager. My focus stays on the desired results and keeping the client happy.

#5. I am Revenue-Oriented

I can work on a computer all day without ever once looking at my Facebook. I manage my time according to what has the most impact on client satisfaction, retention, account lifecycle value and quarterly billings.

#4. I am a Digital Media Marketing Expert

I am a real online marketing professional. My technical understanding of web marketing allows me to think holistically, spot opportunities to increase ROI, and helps me communicate plans more effectively.

#3. I Have World-Class Presentation Skills

I have stage presence. Theatre, debate, and hosting an open-mic night, as well as B2B sales have forced me to develop strong public speaking and presentation skills that go well with a white-board and PowerPoint.

#2. I Offer SaleAMP My Absolute Commitment

I have decided that SaleAMP is a company that I will devote the next 5 years of my life to, working long, hard days, solving problems, and taking absolute ownership of the position and assigned projects.

#1. I am the Most Valuable Candidate

Missing the opportunity to secure so much passion, intensity and strategic ability would be a costly mistake.

This job is for me, and I'm ready to get right to work. Call or email to set up a time when we can meet and discuss in further detail how I am a perfect fit for this particular role job with SaleAMP.

TRAVIS GORMAN

Attentive, highly organized digital marketing professional with 5 years managing agency/client relationships, internal projects and successful online advertising campaigns

SKILLS & EXPERTISE

Excel, Word & PowerPoint	Strategic Planning	Relationship Building
Project Management	PPC, SEO, & Social Marketing	Client Satisfaction / Service
Team Collaboration	Public Speaking / Presentation	Performance Metrics Reporting
Campaign Optimization	Ad Copywriting & Editing	KPI Web Data Analytics

PROFESSIONAL EXPERIENCE

INBOUND DEMAND GENERATION MARKETING MANAGER

Jan 2012 – Present

88 Key Media – Austin, TX

Performance marketing agency

- Strategic planning of integrated marketing campaigns, coordinating workflow & timelines
- Develop and deliver weekly status reports - present key performance indicators to clients
- Testing, tagging, tracking and optimizing campaigns- A/B split testing and multivariate
- Preparing analytic insights presentations for client- monthly/quarterly performance reviews

ACCOUNT MANAGER

Oct 2008 – Dec 2011

Red Shepherd Marketing – Houston, TX

Full service digital advertising agency

- Identify opportunity in markets and expand on key performance indicators for the client
- Created accurate project plans with clearly defined milestones, deliverables and tasks
- Cross-department and external agency collaboration- project management of workflow
- Implemented integrated advertising plans based on data and marketing attribution
- Consult with client and inter-agency teams to resolve any issues regarding project
- Experienced in deck building/presentation, communicating strategic objectives
- Developed POVs for clients to demonstrate new media opportunities and develop account
- Discover up-sell opportunities by studying business and identifying branding potential
- Managed scope, budget, schedules, workflow and execution of client projects

SALES AND PARTNER ACCOUNT MANAGER

June 2007 – Nov 2008

VICORPS (Full Deck Design / Outdoor Kitchen) – Houston, TX

Manufacturer of custom outdoor kitchens

- Supervised the showroom sales floor, collecting \$50,000 a month from walk-ins alone
- Negotiated contracts with Lynx Grills, Viking Range, Laguna Pools, & Richards Backyard
- Increased revenue over 300% by creating and managing contractor referral program

EDUCATION

SCHOOL OF VISUAL ARTS, New York, NY | Bachelor of Fine Arts (BFA) | Advertising | 2003 – 2007