

TREVAR MCNAMEE

Digital Media * Advertising * Technology

 @theTREVAR

 TrevarM

CONTACT *

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512 E Ermina Ave, Spokane, WA 99202



EDUCATION *

Gonzaga University, Spokane, WA May 2015
Bachelor of Business Administration
Concentrations in Marketing and Management Information Systems

WORK EXPERIENCE *

Sit and Be Fit, Spokane, WA

Digital Media Specialist

September 2014 - Present

- Manages AdWords ROI; experiments with paid search tactics using self-generated insights from historical data analysis
- Implemented in-stream/display video advertising, reducing AdWords spend by 50% and increasing YouTube traffic
- Analyzes Facebook Insights to draft daily posts; increased average engagements/week by 2X
- Facilitates a Twitter strategy to further content marketing efforts; builds Twitter lists; captured 30% followership growth

PACCAR Parts, Renton, WA

Marketing Intern (Content Management / Dealer Training)

May 2014 - August 2014

- Published and reviewed intranet content, serving an audience of 900+ Kenworth and Peterbilt dealerships
- Proofed and suggested content improvements for parts catalogs, ensuring consistency, accuracy and propriety
- Strategized with a cross-functional team to create guidelines for a Product Information Management System

Etailz, Spokane, WA

New Product Offerings Intern (Lead Generation)

September 2014 - May 2014

- Researched trending products to discover new suppliers for 4 domestic and international Amazon.com storefronts
- Utilized internal databases, Excel formulas and Sugar CRM to analyze supplier profitability, sustainability, and competition
- Compiled lead metrics into spreadsheets for supervisor and product onboarding teams; adjusted research accordingly
- Independently checked progress of leads in Sugar CRM, converting accounts 5-10% more often than average

Costco Wholesale, Spokane Valley, WA

Front End Assistant (College Student Retention Program)

May 2012 - Present

- Cooperates to serve members 15% quicker than average; resolves conflicts to ensure satisfaction and retention
- Performed cash register training; operates till occasionally, leading communication with members and assistant

LEADERSHIP & ACTIVITIES *

Gonzaga University Career Center, Spokane, WA

Career Center Representative

September 2014 - Present

- Coaches students one-on-one with best industry practices for resumes, cover letters, and LinkedIn profiles
- Interpreted individual needs to assist students with setting realistic goals and objectives for themselves

Alpha Kappa Psi Business Fraternity, Spokane, WA

September 2012 - Present

Marketing Lead – Regional Training Conference Planning Committee

December 2014 - Present

- Coordinates layouts and graphics in MailChimp campaigns for 700+ members, contributing to a 45% open rate
- Collaborates with Communications Lead to monitor campaign metrics; optimizes future delivery times accordingly

Member – Regional Training Conference Planning Committee

September 2014 - December 2014

- Designed the layout for a collaborative 12-page proposal, securing Gonzaga as the 2015 annual conference host
- Created the conference branding theme and logo; integrated a consistent look/feel throughout social channels