

PROFESSIONAL QUALIFICATIONS

- Graphic Design Software (Illustrator, InDesign, and Photoshop)
- CRM Software (Salesforce Admin)
- Marketing Automation Consultant (Pardot, Marketo, Manticore, Loopfuse)
- HTML/CSS
- Google AdWords and Analytics
- Personnel Hiring, Onboarding, and Management
- Social Media

PROFESSIONAL EXPERIENCE

GroupWink | Founder & CEO | 2011 – Present

- Raised 200k in Capital
- Development Strategy
- Go-to-Market and Launch Strategy
- Everything Else

LeedSeed | Partner | 2010 – 2011

- Secured Numerous Fortune 500 Clients
- Developed Business Growth Plan
- Maintained Positive Revenue
- Business now Functions and is Profitable with Little to No Interaction from Founders
- Business Development
- Marketing Strategy

PongRock | Founder & CEO | 2009 – Present

- Executed Launch Marketing Strategy
- Maintained Profitability
- Maintains Profitability with Little Interaction from Founders
- Corporate Partnerships and Tournaments with SXSW and FUNFUNFUN Fest

PeopleAdmin | Marketing Coordinator | 2007 – 2010

- Mass Email Campaigns
- Marketing Metrics and Lead Generation
- Branding Strategy
- Oversaw Annual Client Conference Planning and Promotion and Managed All Event Teams
- Developed and Managed Marketing Internship Program

EDUCATION

- *Texas State University, San Marcos: BA, Mass Communications - Advertising*