

Betty Bellworth

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Personal Brand Site: www.youinstabrand.com/Betty-Bellworth

Creative marketing genius possessing expertise with cutting-edge technology!

SUMMARY

New Product Development / eMarketing / New Markets Director / New Media & Idea Marketing Manager

New Media & Idea Marketing Manager / Idea Guy / / Creative Machine / Big Picture Thinker / Hard, Fast, Smart Worker / eCommerce / New Media

More than twenty years of highly creative, inventive new media and eMarketing with a successful proven record of achievement. Wealth of new media marketing expertise. Extraordinarily energetic, enthusiastic and effective new media marketing professional who, time and again created, developed and implemented marketing strategies utilizing cutting-edge marketing techniques. Has produced marketing plans, materials, videos, recordings, promotions for a huge variety of clients from large to small organizations as well as public entities. Proven background of increasing recognition and market share, enhancing revenues as well as profitability.

- Skilled in developing New Ideas and Creative Ways to solve problems; Out of the Box thinker
- Experienced in Leading a Team through probing questions, compassion, and Stellar Enthusiasm
- Highly knowledgeable about Online Marketing as well as all facets of traditional marketing
- Expert in Developing a Strategy to achieve the desired result; executing the plan, and following-up
- Autodidactic self-taught in-depth underlying Coding to create dynamic websites
- Strong at getting a site Back Up and Fully Functional following a hacking incident
- Capable of Seeing Things Others Do Not – the “Why didn’t I think of that?” solution
- Proficient at keeping abreast of and learning The Latest in New Technologies to run ahead of the pack

CORE COMPETENCIES that Maximize Reception in the Marketplace!

Creative / Advertising / Art

Internet Marketing

Marketing Analytics

Digital Strategist

Digital Brand / Marketing Management

New Product Development / Branding

New Marketing Strategy Development / Planning

Internet / Email / Mobile Marketing

Product Marketing

Video Marketing

SEO Maximization

New Market Development

PERSONAL CHARACTERISTICS That Complete the Package!

Personable Leadership	Motivating / Visionary	Imagination
Analysis of the Complex	Technology, Business Integration	Adaptability / Innovation
Self Motivated	Conversationalist	Builds Relationships
Works Well Under Pressure	Self Confidence	Hands-On Leadership
Entrepreneurial Mindset	Creative Thinker	Designing

Depth of EXPERIENCE Which Produces Quantifiable Results!

Sample of Client Assignments

Postal Annex, San Diego, CA

FROM: 1/2008

TO: 8/2012

- Led the web design, marketing and programming team that developed internet-based shipping system
> RESULT: Website traffic increased steadily by 5% each month
- Custom programmed and developed an “online shipping” solution that covered all procedures performed through the company website
> RESULT: Steady and continuing growth in revenues and profitability.
- Prepared several Marketing Videos for Postal Annex
> RESULT: Boosted both traffic to the site by way of increasing page rankings; more consistent branding

Hearth Distribution, Vista, CA

FROM: 4/2013

TO: 7/2015

- Worked as Web Developer/Marketer for manufacturer and distributor of home hearth products
> RESULT: Gave the company a full online presence; increased the number of dealers by 15%
- Designed an eCommerce store that supported their dealers
> RESULT: increased sales 22% through new web presence allowed them to preview new products faster with far greater reach
- Produced videos and video email blasts
> RESULT: Increased user engagement by up to 300%

Cal Poly Pomona

FROM: 8-2014

TO: 3-2016

- University was in the middle of a constant construction process, always building new buildings, so I Reworked the complete website
> RESULT: Website was more functional, more useful and more appreciated
- Developed database solution for tracking building maintenance
> RESULT: Maintenance costs reduced by 12% through more efficient use of resources

SOFTWARE APPLICATION PROFICIENCY

Internet Research

Photoshop

Illustrator

InDesign

Final Cut Pro

HTML and CSS

Wordpress

Filemaker

Flash

PowerPoint

Excel

Quark Xpress

EDUCATION

Oberlin College of Music, Oberlin, OH

4 Years

MAJOR: Composition and Arranging major

- Film Scoring
- Audio Mixing

American Marketing College

4 Years

MAJOR: New Media Marketing concentration

- New Age Marketing techniques
- Video Marketing