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| JOHN PALMER  Business-savvy digital marketing operations professional with progressive experience across multiple industries. Proven ability to take leadership and complete campaigns and projects on time and under budget. | Anchorage, AK 99507  **(907) 355-0277**  **johnpalmer907@gmail.com** |
| **EXPERIENCE Pro Athlete, Inc. | Kansas City, MO** *Content Marketing Manager* | Sept. 2021 - Present  * Developed a 7+ person marketing team responsible for three separate brand’s website copy, blog articles, email campaigns, social posts, and podcasts. * Started and scaled an affiliate marketing program from $0 to six figures in revenue within the first 12 months. * Relied upon to develop and implement the leadership team’s strategies in cross-department collaboration.  *Email Marketing & Site Merchandising Manager* | Nov. 2020 - Present  * Lead two-person merchandising team and three-person email team in charge of four brands with 10+ million sessions per year and 500,000+ contacts. * Increased automated workflows and streamlined email campaigns that were responsible for $1.5+ million in revenue, an approximate 50% increase YoY.  *E-commerce Marketing Specialist* | Aug. 2016 - June 2018 | *Customer Service Representative* | Sept. 2015 - Aug. 2016  **Alaska Communications | Anchorage, AK** *Sr. Digital Marketing Specialist* | Aug. 2019 - Nov. 2020  * Managed web, social media, and digital teams with a $100,000+ annual budget while creating the most profitable marketing channel. * Lead the marketing automation migration from Oracle Eloqua to ClickDimensions that helped save the company $35,000+ annually. * Streamlined email marketing efforts that led to a steady increase in company-tracked KPIs YoY, including MQLs and SQLs.  *Digital Marketing Specialist* | May 2018 - Aug. 2019  **Kansas City Chiefs | Kansas City, MO** *Part-Time Equipment Staff Assistant* | July 2014 - Jan. 2018  * Assisted with the game-day operations on a part-time basis during the regular season, which included: on-field set up, locker room sanitation, and laundry facilitation.   **EDUCATION**  Alaska Pacific University, Anchorage, AK — *Master of Business Administration | 3.9 GPA*  Sept. 2020 – March 2023  Central Methodist University, Fayette, MO — *Bachelor of Applied Science, Sports Management & Business | 3.9 GPA* Aug. 2013 - May 2015  Pierce College, Tacoma, WA — *Associate of Arts, General Studies | 3.9 GPA* Sept. 2011 - June 2013 | SKILLS Analytics  Copywriting  Email Marketing  Marketing Automation  People Management  Project Management  Search Engine Optimization  SMS Marketing  Social Media Marketing CERTIFICATIONS Eloqua  Google Ads  Google Analytics  HubSpot  Tag Manager VOLUNTEER Friends of Pets  YMCA Challenger  Special Olympics   Habitat for Humanity |