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| JOHN PALMERBusiness-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** |
| **EXPERIENCEPro 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 2023Central Methodist University, Fayette, MO — *Bachelor of Applied Science, Sports Management & Business | 3.9 GPA*Aug. 2013 - May 2015Pierce College, Tacoma, WA — *Associate of Arts, General Studies | 3.9 GPA*Sept. 2011 - June 2013 | SKILLSAnalyticsCopywritingEmail MarketingMarketing AutomationPeople ManagementProject ManagementSearch Engine OptimizationSMS MarketingSocial Media MarketingCERTIFICATIONSEloquaGoogle AdsGoogle AnalyticsHubSpot Tag ManagerVOLUNTEERFriends of PetsYMCA ChallengerSpecial Olympics Habitat for Humanity |