

jamesmarks

PROFESSIONAL PROFILE

A skilled marketer with experience in sales who has proven success in multiple market backgrounds. I am seeking to use my passion for this career, as well as the skills I have developed over the years, to lead the way in guiding the company to reach all targeted goals in an efficient manner.

928.420.5761

james.marks@live.com

604 Westwood Dr.
Claremore, OK 74017

KEY SKILLS

Social Media Marketing
Data Collection Methods
Concept Development
Project Management
Statistical Analysis

WORK EXPERIENCE

Business Development / Outside Sales

Metal Management Services / Tulsa, OK / 2017 – Present

Working with current customers to maintain and build better business relations as well as developing new possibilities for B2B connection. This involves communicating with high value accounts as well as developing targeting strategies.

- Developing and implementing communication strategies.
- Creation of promotional material including line sheets, E-mail templates and post cards.

Promotions Designer

Unique Boutique / Grove, OK / 2017

Designed promotional material distributed throughout the region to attract new customers within the targeted audience. This involved the design of pamphlets and sales strategies.

- Product design.
- Market research.

Data Collection

Daisy Exchange / Tulsa, OK / 2016

Developed Primary research methods used to measure customer interaction and familiarity with the business and design marketing strategies based on the data collected.

- Data collection and analysis.
- Strategy design.

Questionnaire Development Team

Rogers State University / Claremore, OK / 2016

Member of the team tasked with creating and reviewing the questionnaire distributed to alumni of Rogers State University.

- Data collection techniques.

EDUCATION

Business Administration-
Marketing / Bachelors
Rogers State University
Claremore, OK
2012 – 2017

High School Diploma
Bradshaw Mountain
Location
2008 – 2012

Masters of Business
Administration
Rogers State University
2017- In Progress
Expected Graduation- April
2019

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TECHNICAL

Graphic Design

Adobe Photoshop

Adobe After Effects

Microsoft Office (Word,
Excel, PowerPoint)

Open Broadcast Software

CERTIFICATIONS

Google Analytics

web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand

Google Adwords

online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content and generate mobile application installs

WORK EXPERIENCE CONT.

Content Creator

TWITCH / Location / 2017 – Present

Affiliated content creator that live streams activities such as games and talk shows to an internet audience using tools such as OBS and other broadcasting hardware.

- Live interaction with audience.
- Content creator.
- Graphic design.

Promotion Design / Organizer

180Gym/ Owasso, OK / 2017

Designed promotional flyers for annual weight lifting competition. This role involved working directly management on event design and coordination as well.

- Event design.
- Graphic design.

Marketing / Promotions

Tim's Toyota Center / Prescott Valley, AZ / 2008 – 2012

Part of the street team tasked with connecting with the public by distributing flyers and other promotional material and answering questions the public may have about the event.

- Working directly with the public.
- Developing public reach strategies to be as effective as possible.

Volunteer

Big Brothers Big Sisters / Prescott, AZ / 2011 – 2013

Worked directly with management to help coordinate and set up large events. These events included Bowl for Kids' Sake and Grand Gala Dinner. Also had a role in developing radio advertisements and fundraising efforts, rising over \$1,000 for the organization.

- Event organization.
- Advertisement design.

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ACHIEVEMENT

Academic All-American

President's Honor Roll

Dean's Honor Roll

Athletic Scholarship
Recipient

WORK EXPERIENCE CONT.

Coach

Yavapai College / Prescott, AZ / 2011 – 2014

Coached in the annual summer camp hosted by Yavapai College. This was a camp that attracted hundreds of individuals, traveling from across the country to attend. During this I would work with groups of up to 20 players a day.

- Leadership development.
- Event organization.
- Working directly with players and parents.

Customer Service

Home & Heart Marketplace/ Prescott Valley, AZ / 2009 – 2011

Provided vendors with smooth set-up/tear-down experience. Included being first point of contact for the event, loading-in exhibitor product and troubleshooting set-up needs. Also responsible for vendor satisfaction surveys at end of show and for assisting in marketing the event.

- Event organization.
- Working directly with vendors to ensure satisfaction
- Data collection techniques

PERSONAL

Avid Outdoorsman

RSU Baseball Player (2012-
2015)

Nerd-Culture Enthusiast

REFERENCES

On Request