



Will Dodd

Traditional & Digital Marketing Specialist



Boulder, CO 80303



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wilcdodd.com

Skills

- WordPress
- Email
- Social Media
- Webinars
- Adobe Creative Suite
- Events
- Ads
- Digital

Education

Bachelor of Arts

Marketing / Management
University of Colorado
Boulder, CO

Associate of Arts

Front Range Community College
Boulder, CO

Profile

A marketing specialist with experience managing traditional and digital campaigns across organizational silos and cross-functional teams - on time and within budget.

Experience

Avnet / Tech Data (2013 – 2020)

Communications Manager / Digital Marketing Specialist

Managed multiple product launches and marketing campaigns consisting of social media, website updates, press releases, ad / banner creation, direct mail / email, webinars, and trade shows. Developed and managed internal and partner facing training and onboarding portals.

- Managed website updates, forms, customer events, and webinars
- Managed email, ad, web, and digital updates and analytics to recommend areas of improvement

Gill Foundation (2008 – 2012)

Marketing and Communications Associate

Monitored all event timelines and budgets for the Marketing and Communications department. Successfully launched Facebook, Twitter, YouTube, and Wikipedia feeds. Managed all email campaigns, from creative and content through execution and analytics.

- Produced multiple videos that increased website and YouTube traffic
- Managed the timeline and budgets of interactive websites and promotional tools from concept to execution



Will Dodd

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Professional Development

Social Media Certification
University of Denver

Website Design Transitions
Boulder Digital Arts

WordPress
Boulder Digital Arts

Google Analytics
Boulder Digital Arts

HTML 4: Level 1 & 2
New Horizons

Adobe Illustrator CS2: Levels 1 & 2
New Horizons

Presentation Skills and Strategy
Trilogy Communications Company

**Fundamentals of Promotion
Marketing**
Acceleration Training and Consulting

**Writing for the Web: Skills for
Reaching an Online Audience**
Learning Tree International

Lynda.com
Multiple courses to stay caught
up with the latest updates in social
media and Adobe tools

Experience Continued

Fresh Produce Sportswear (2005 – 2008)
Marketing Coordinator

Created events that drove store traffic to 800+ retailers and 15 company owned stores, Developed and managed the Fresh Produce e-commerce website and implemented Search Engine Optimization (SEO). Developed and managed marketing and promotional plans for seasonal programs.

- Reduced the cost of seasonal sales kits by \$100,000 and increased product visibility and sales 15% by updating the production and distribution process
- Successfully launched a new product line via online copy, email campaigns, in-store signage, and direct mail

The Integer Group (2003 – 2005)
Assistant Account Executive

Supported regional and national teams on programs including Coors Summer, Kentucky Derby, and NASCAR. Supported the Channel team on programs including Old Chicago, Buffalo Wild Wings, and Safeway. Ensured brand and consumer continuity by working with clients and creative teams.

- Coordinated team meetings and brainstorming, reduced time to market, and conducted consumer and industry research
- Collaborated with multi-functional teams to go to market faster for regional and national consumer promotions that utilized print, events, POS, and merchandise



Will Dodd

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Military Service

United States Army
Private First Class

Received two Army Achievement Medals for outstanding performance

Personal Interests

Hiking & Camping

Getting certified in construction & fine woodworking

Learning new languages via Rosetta Stone

Getting to the gym when I can

Knitting

Spending time with family & friends

Traveling Abroad

Cover Letter

With B2B and B2C marketing experience across organizational silos and cross-functional teams, national and global brands, and with traditional and digital marketing campaigns, I'm someone who lives and breathes marketing. My track record managing and creating content, email campaigns, social media posts, websites, video production, and more — on time and within budget — makes me a solid marketer to join any marketing team.

What makes me unique is the trajectory of my career. With experience as a product line manager, account executive, and even a “creative” means I have the insight and background to simultaneously manage large and small projects on both the client side and agency side.

My background has taught me the importance to stay up-to-date with current platforms, technologies, and trends; and an eagerness to learn new ones as they come out. And you can count on me to use analytics to improve existing campaigns and benchmarks against for future ones.

Additional skills and experience you can depend on include:

- Managing external print, creative, and PR agencies
- Creating and updating social media feeds with SEO relevant content and images
- Understanding channel marketing and KPIs
- Using Adobe Photoshop, InDesign, Dreamweaver, and Premier as well as most Microsoft Office products

Thank you.