

Will Dodd

Traditional & Digital Marketing Specialist



Boulder, CO 80303



303.931.4858



willdodd@gmail.com



[in/willdodd/](https://www.linkedin.com/in/willdodd/)



willdodd.com

Skills

- Websites
- Email
- Social Media
- Webinars
- Adobe CC
- Mailchimp
- Events
- Ads
- Digital
- Video
- Basecamp

Education

Bachelor of Arts

Marketing / Management

University of Colorado

Boulder, CO

Associate of Arts

Front Range Community College

Boulder, CO

Experience

Zonit (2022 – Present)

Marketing Manager

Managed multiple product launches and marketing campaigns consisting of social media, website updates, ad creation, email campaigns, webinars, and trade shows, as well as the corresponding budgets and timelines. Used research and analytics to make informed decisions. Managed 3rd party vendors as needed.

- Increased website leads from 45 a year to more than 70 a month
- Increased LinkedIn followers 45% in less than a year
- Increased email open rates and clickthrough's 10%
- Generated the most Trade Show leads in company history

Freelance / Continuing Education

2020 - 2022

Created client websites, certification in Digital Marketing through Denver University, updated my knowledge of Salesforce, WordPress, Google, and Microsoft.

Avnet / Tech Data (2013 – 2020)

Communications Manager / Digital Marketing Specialist

Managed multiple B2B product launches and marketing campaigns consisting of social / digital media, website updates, press releases, ad creation, direct mail / email, webinars, and trade shows. Developed and managed internal and partner facing training and onboarding portals.

- Managed registration department timelines and budgets
- Managed analytics to recommend areas of improvement
- Increased campaign click-through 10%

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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

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

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
- Conducted customer and partner research to produce campaigns that generated awareness and buy-in.

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

Experience Continued

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. Wrote and distributed company newsletter consisting of competitive research, industry research, and campaign success.

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