



# BRYAN FLINKER

Digital Marketing Strategist & Content Manager

## CONTACT

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Washington, MI

## TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, & InDesign)
- Asana (Project Management)
- Basic HTML Code
- Campaign Monitor (Email Marketing & Automation Software)
- Facebook & Instagram Advertising
- Formstack
- Google Adwords
- Google Analytics
- MailChimp
- Microsoft Office 365
- Monday (Project Management)
- Search Engine Optimization (SEO)
- Shopify E-Commerce
- Survey Monkey
- TikTok Advertising
- Wordpress
- WooCommerce
- YouTube Advertising

## EDUCATION

**B.B.A. in Marketing**

**Grand Valley State University**

2008-2012

## SUMMARY

Results-driven digital marketing professional with over 10 years of experience working in creative environments. Proven track record of developing and executing highly successful digital marketing campaigns, complimented by a strong background of creating high-level and compelling content tailored for growth on digital platforms. Outside-the-box thinker with exceptional communication skills and a collaborative approach to working within a team. My commitment is to bring a unique and creative perspective to any team with the objective of consistently delivering positive outcomes.

## WORK EXPERIENCE

### Digital Marketing Strategist & Content Manager

Alpine USA (Alps Alpine North America, Inc.)

2019-Current

- Develop and execute digital marketing strategies and campaigns to drive traffic, engagement, and sales across multiple channels.
- Manage content creation, including website content, social media posts, email newsletters, and product descriptions, ensuring that all content is aligned and cohesive across all platforms.
- Create and manage social media campaigns, including paid advertising, to increase brand awareness and drive website traffic and conversion.
- Develop high-end visual content, including product photography, graphics, and videos, ensuring that all assets were aligned with the brand's messaging and core values.
- Conduct market research and analyzed data to identify trends, insights, and opportunities for optimization.
- Optimize the company website ensuring that all content is optimized for search and end user experience.
- Monitor and report on campaign performance, providing regular updates to senior management and identifying areas for improvement.
- Collaborate with cross-functional teams, including product development and sales, to ensure that all digital marketing initiatives were aligned with business goals and priorities.

### Marketing Manager & Senior Designer

ArcticFX Graphics, LLC

2013-2019

- Developed and executed marketing strategies to increase brand awareness and drive sales across multiple channels.
- Managed digital marketing campaigns, including email marketing, social media, and paid advertising, to drive website traffic and generate leads
- Coordinated, created, and edited dynamic and engaging web content for use in social media, blogs, and on the companies website.
- Managed the brands professional athletes and sponsorships, resulting in significant revenue growth and increased brand visibility.
- Managed the brands top accounts and key customers, leveraging excellent relationship-building skills and deep industry knowledge to drive sales and customer satisfaction.
- Strategically managed the company's social media presence and content, generating high engagement rates and boosting brand awareness.
- Oversaw the digital marketing efforts of the company's three unique brands, utilizing data-driven insights and innovative techniques to maximize online reach and impact.
- Led the planning and execution of trade shows and events to promote the company's brand and products, resulting in increased leads, conversions, and brand loyalty.