

Carl Phelps | Marketing Machine

A digital marketer with strong expertise in strategic, B2B, e-commerce, and content marketing.
Ready to help change the world.

SKILLS

Personal: Relentlessly hard working, detail-oriented, motivated, and inspired. A problem-solver at heart with strong leadership, time-management, written and oral communication skills. Works exceptionally well in a team environment. Driven by a commitment to consistent, ethical growth that aims to make the world a better place.

Expertise: SEO, marketing systems development, small business development, website, blog, and social media content management, web analytics, digital PR, writing for the web, e-mail marketing, e-commerce marketing, online advertising.

Tools: Microsoft Office, HTML, CSS, WordPress, Thesis, Drupal, Magento, Adobe InDesign, Google AdWords, Microsoft AdCenter.

EXPERIENCE

Global Tradequest Inc: Rochester, NY

October 2011 – Present

Marketing Systems Manager

- Implemented an automated system for collecting competitive pricing information.
- Created a reporting system to track channel performance.
- Coordinated with teammates to streamline several internal marketing processes.

Senior Marketing Associate

January 2011 – October 2011

- Updated store and product information through our Content Management System.
- Managed Google AdWords and Microsoft AdCenter search advertising campaigns.
- Regulated product feeds for various Comparison Shopping Engines.
- Conducted regular price changes for our product catalogue across all channels.
- Revised HTML tables for product listings.

The Job Safe Inc: Rochester, NY

March 2009 – Present

Co-Founder and VP of Marketing

- Worked with two colleagues to create and grow an internet company.
- Developed product and brand positioning.
- Conceptualized website features and usability.
- Planned product revenue and growth model.
- Promoted website through an ongoing digital PR campaign.
- Managed an ongoing link building campaign for SEO purposes.
- Regularly monitored Google Analytics for continuous marketing improvement.
- Created and maintained Facebook, Twitter, and LinkedIn social media communities.
- Wrote promotional copy for six key target markets.
- Wrote original, help-based content for our target audience.
- Developed and managed several email marketing campaigns.
- Managed the creation of a collaborative ebook with several outside industry experts.
- Directly contacted business leads through cold calls and emails.

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EXPERIENCE

GrowMotor: Rochester, NY

Director of Digital Marketing

June 2009 – November 2010

- Consulted clients on website, content marketing, and business development strategy.
- Assisted in product development, positioning, and marketing messages for clients.
- Published thought leadership content to the company blog and e-newsletter.
- Conducted qualitative market research for clients.
- Managed publication and continuous improvement of the company e-newsletter.
- Developed and launched a WordPress website and blog using Thesis.

Marketing Specialist (Internship)

June 2008 – June 2009

- Researched trends in the digital marketing field for internal and client purposes.
- Conducted both competitor and industry analysis for clients.
- Consulted clients on social media marketing.
- Managed the company social media communities.

Global ID, LLC: Denver, CO

Research Assistant (Internship)

Summer 2007

- Created both electronic and print marketing material for several services.
- Researched political, economic, and cultural environment of several markets.

EDUCATION

Rochester Institute of Technology, Rochester NY

Degree: Bachelor of Science in Business Administration completed May, 2009

Co-Majors: Marketing and International Business

GPA: 3.87

Relevant Coursework:

Internet Marketing

Writing

Marketing Research

Marketing in the Global Environment

Marketing Management

Professional Selling

ACCOMPLISHMENTS

Dean's List throughout tenure at RIT, graduated with Highest Honors.

Captain of 2008 RIT Cross Country Team.

President of RIT International Business Group from Fall 2007 until Spring 2009.

Member of Beta Gamma Sigma and Golden Key International Honor Society.

CONTACT

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