

Marketing and Business Development Executive

Experienced leader with 15 years in new media strategy development and execution.

- Brand focused with experience leading both **strategic development** and execution
- **Facilitated high-performing sales team** with digital marketing strategy and execution to exceed \$10 million in annual revenue
- Reputation as **highly-skilled subject matter expert** with strengths in training, building strong relationships, and analytical approach
- **Demonstrated leader** with solid business background and experience in advertising, digital marketing, management, and community development

- **Digital Marketing Strategies**
 - **Market Research**
 - **Project Scope/Planning/Execution**
 - **Demand Generation**
 - **Lead Generation**
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Experience and Accomplishments

MERIT SENIOR LIVING (www.meritseniorliving.com)

Professional Employment Organization focused in the senior living industry. As of 2015, Merit Senior Living takes care of the administrative needs of over 70 senior living communities in 16 states.

Brand Manager (Jan. 2013 to Present)

Marketing

- Utilized **Inbound Marketing Methodology** to drive demand generation for niche market that **increased digital footprint by 600%** and doubled the sales and marketing teams.
 - Developed **market database** and **data driven sales strategies** to penetrate national marketing place, growing database to over 11,000 contacts.
 - Subject matter expert on use and functionality of our **digital marketing system and CRM**.
 - Incorporated **business intelligence** process to guide decision making.
 - Designed marketing plan to incorporate **lead generation**, content generation (blogs, eBooks, Whitepapers, social media copy), and **public relations** activities while maintaining respect to budget.
 - Facilitated internal **communications strategies** for several projects of varying sizes and cross department branding.
 - Matured **strategic partnerships** with industry associations and coordination of events.
 - Managed concept, design, and execution of **advertising strategies** with industry publications.
 - Instrumental in rebranding initiative for Family of Companies.
 - Constructed going forward **Digital and Social Media Strategy** for Family of Companies.
 - Responsible for new **website site map**, copy, and Search Engine Optimization for our business unit and subject matter expert for remainder of the Family of Companies.
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DES MOINES IS NOT BORING (www.desmoinesisnotboring.com)

A community focused blog platform developed to feature local businesses/entertainment in Des Moines.

Creator/Publisher (Aug. 2008 to Present)

Community Development/Marketing

- Developed brand to feature local businesses and entertainment in Des Moines.
- Utilized digital strategy to build **social community** to over 7,300 Facebook Fans, 12,000 Twitter Followers, and over 20,000 monthly page views.

Pete W. Jones (Resume Continued)

DES MOINES REGISTER

A regional multi-platform, news, information and advanced marketing services company, with \$91M in annual revenue. A division of the largest US newspaper publisher, Gannett Co., with 32K employees worldwide and \$5.4B year in annual revenue.

Digital Strategist (Feb. 2011 to Dec. 2012)

Marketing

- Work with local and regional clients to develop strategy that aligns and enhances the existing marketing strategy of businesses across multiple platforms (**search engine marketing**, web design/redesign, email marketing, digital banner advertising, **social media** (twitter, Facebook, foursquare, Pinterest)).
- Collaboration with sales executives on solutions that impact the bottom line of their customers through digital solutions.

Business Development

- Develop sales teams' inclusion of **digital marketing strategies** to drive annual revenue in excess of \$10 million.
- Developed ongoing **quarterly/monthly training** for internal sales staff.

CATCHFIRE MEDIA

Niche social media and strategy firm working with regional and local clients ranging from Fortune 500 clients to local startups.

Business Development Executive (June 2010 to Dec.2010)

Business Development

- Established Business Development role for **social media strategy firm**.
- Responsible for growing portfolio of new business accounts.
- Stayed up-to-date on pertinent information concerning prospects' past, current and future needs.
- Assist in developing **project management** functions from long/short-term and small/medium-sized projects.
- Facilitated the **marketing strategy** for business and made recommendations to position new and on-going business development.

WELLS FARGO FINANCIAL LEASING

(October 2001 to June 2010)

Commercial Equipment Leasing Company specializing in portfolio acquisition and management of portfolio in excess of \$1 billion.

Business Development

- **Relationship Representative II** (2006 – 2010)
 - Recipient of Outstanding Achiever Award in 2008. Recognized for continual efforts and position growth.
 - Successfully Managed \$300mm Commercial Vendor Relationship with annual lease volume of \$25mm.
- Relationship Representative I (2003 to 2006)
- Equipment Finance Portfolio Representative II (2002 to 2003)
- Equipment Finance Portfolio Representative I (2001 to 2002)

COMMUNITY LEADERSHIP ACTIVITIES:

Des Moines Social Club
Greater Des Moines Partnership
Young Professionals Connection

Board of Directors 2011, 2012, & 2013

Ex-Officio President 2011

President 2010

President-Elect 2009

Vice President – Impact Downtown 2006 – 2007

Board of Directors 2010

Development Board 2009

Online Giving and Social Media Social Media Consultant 2009

Greater Des Moines Partnership
Central Iowa Regional Workforce
United Way of Central Iowa

EDUCATION:

DRAKE UNIVERSITY

Master of Business Administration
Executive Management Emphasis (May 2009)

WILLIAM PENN UNIVERSITY

Bachelor of Business Administration
Cum Laude Graduate (May 2002)