

Beyel Brothers

Marketing Manager / Webmaster

Cocoa – FL (2018-Present)

- Develop website strategies to create sales leads through organic SEO and PPC
- Implement and maintain latest organic SEO standards (Google, Bing)
- Maintain Google My Business, Bing Places, Yelp -- creating digital traffic via map & directory searches
- Develop short and long term PPC campaigns through Google Ads & Facebook Ads
- Create and maintain all social media channels focusing on Facebook, Youtube, Instagram, and Twitter
- Develop printed marketing materials to support sales and operations staff
- Write copy for marketing materials, social media, press releases, internal training and company memos
- Take professional photography, shoot and edit videos, take drone footage, coordinate w/ outside resource
- Develop, budget and execute marketing plans based on the needs of the company
- Provide marketing support for Rockledge Country Club (owned by Beyel family)

Cathedral High School

Webmaster / Photographer / Marketing & Communications

Indianapolis – IN (2011-2018)

- Developed and Implement Market & Communication Strategies through all digital platforms
- Implemented Live Streaming Events, Video Editing, Marketing & Communication Planning, Budgeting, Crisis Communication Planning, IT Support and Communications Related Training & Support
- Responsible for all web related communication (website, social media and email campaigns)
- Maintained content of multiple websites which include 3,000+ pages (WordPress, CMS, Custom Pages)
- Produced and implemented broadcast email campaigns through various platforms
- Provided photography for social media, website, print publications and other marketing needs

Word of Mouth Multimedia

Independent Producer

Rockledge – FL (2008-2011)

- Managed projects from concept to completion, ensuring job was within budget and delivered on time
- Developed websites, videos, presentations and DVDs
- Maintained a good working relationship with clients
- Major clients: Bob and Tom, Glen Beck, Ingersoll Rand and Kiwanis International

Raymond J. Sup

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Gabriel Entertainment

Project Manager / Developer

Indianapolis – IN (2008)

- Managed projects from concept to delivery in video game and multimedia industry
- Developed websites and video trailers
- Created in-game assets including user interfaces
- Final product platforms include Nintendo Wii, Xbox, PC
- Major clients: John Deere, THQ and ValuSoft

Project Media, Inc.

Interactive Multimedia Developer / Project Manager

Indianapolis – IN (2001-2008)

- Maintained communication between client and development team
- Website development formats include ASP, PHP, CSS, XHTML, Flash
- Developed over one hundred presentations ranging from sales and marketing to technical training
- Major clients: Cincinnati Reds Museum, Future Farmers of America, Eli Lilly, and Roche Diagnostics

EDUCATIONAL BACKGROUND:

ITT Technical Institute, Indianapolis – Indiana & Dayton - Ohio

Bachelor degree in Computer Visualization Technology 2001, Associates degree in CAD 1999

