

# Carl G. Phelps | Digital Marketer

An internet marketer and entrepreneur with strong competency in marketing strategy, eCommerce, and digital product development.

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## SKILLS

**Personal:** Determined, detail-oriented, and a positive team player. A problem-solver with strong leadership, time-management, written and oral communication skills. Driven by growth, accomplishment, knowledge, and social progress.

**Expertise:** Marketing strategy, eCommerce, marketing analytics, marketing automation, digital product development, database design, product marketing, software as a service, online advertising, SEO, website, blog, & social media content management, digital PR, writing for the web, email marketing, competitive data & sales lead collection.

**Tools & Platforms:** Microsoft Office, Zoho Creator, Zoho Campaigns, WordPress, WooCommerce, Alpha Anywhere, Drupal, Magento, Google Analytics, Google AdWords, Bing Ads, SEMRush, Adobe Creative Suite, HTML, CSS, XBasic, Visual Basic, SQL, Javascript.

## EXPERIENCE

### Buyquest, Inc.

**Detroit, MI / Rochester, NY**

*Marketing Director*

**October 2012 – Present**

- Determined comprehensive marketing strategy for the short and long-term future.
- Led and managed a team of marketers and software developers.
- Implemented product and marketing management database within new ERP system.
- Broadened website catalog to new product categories and product variations.
- Extended promotions to new channels and platforms such as online marketplaces.

*Marketing Systems Manager*

**October 2011 – October 2012**

- Created a reporting system to track marketing channel and platform performance.
- Implemented an automated system for collecting competitive pricing information.
- Coordinated with teammates to streamline several internal marketing processes.
- Utilized advanced Excel processes using complex formulas, pivot tables, and macros.

*Senior Marketing Associate*

**January 2011 – October 2011**

- Updated store and product information through a Content Management System.
- Managed Google AdWords and Bing Ads search advertising campaigns.
- Executed product feed compilation for various Comparison Shopping Engines.

### 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.
- Managed publication and continuous improvement of the company e-newsletter.
- Developed and launched a WordPress website and blog using Thesis.

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## EXPERIENCE

*Marketing Specialist (Internship)*

**June 2008 – June 2009**

- Researched trends in digital marketing for internal and client purposes.
- Conducted competitor and industry analysis for clients.
- Consulted clients on social media marketing and managed social 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 global 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

- 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.

## PROJECTS

**Obitium**

**January 2013 – October 2017**

Co-founded a website to help funeral directors and their clients create, manage, and share obituaries.

- Led the development and internet marketing effort of the product application.
- Designed a MySQL database and created the application's structure and functionality using Alpha Anywhere software.
- Coded in XBasic and Javascript to complete the application's features and usability.

**Confidently**

**March 2009 – August 2012**

Co-founded an online community for connecting college students and recent graduates with opportunities at top employers.

- Led the marketing efforts including content marketing, a digital PR campaign, email marketing, inbound link building for SEO, as well as social media communities.
- Completed promotional copywriting and regularly monitored Google Analytics to measure and improve marketing activity.
- *A Collegian's Job Search Manifesto* - Created, co-authored, published, and distributed a collaborative ebook with several industry experts under the Confidently brand.

## CONTACT

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