

# CARL G. PHELPS

carlgphelps.com  
linkedin.com/in/carlpHELPS

## EDUCATION

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### **Rochester Institute of Technology | Rochester, NY** **BS in Business Administration | 2009**

- Co-Majors: Marketing and International Business
- GPA: 3.87
- Dean's List, graduated with Highest Honors, and selected to Beta Gamma Sigma and the Golden Key International Honor Society
- Captain of the 2008 cross country team and President of the Intl. Business Group from 2007 to 2009

### **MIT Management Executive Education**

Digital Marketing Analytics Online Certification Program | 2018

## LEADERSHIP

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### **Bpeace**

#### **Volunteer | 2014 - Present**

- Consulted small businesses in Central America on company health, challenges, goal setting, marketing strategy, and digital tactics
- Participated in the Bpeace Executive Council to help grow membership

### **Business Growth Forum**

- Selected to a cross-functional team at Almo Corporation that is dedicated to innovation using design thinking
- Developed a proposal for a third party logistics service as a new business unit

### **Coaching Champion**

I earned a Coaching Champion designation at Almo Corporation for ongoing training in coaching, which helped improve managerial effectiveness.

## PROFESSIONAL EXPERIENCE

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### **Almo Corporation | Philadelphia, PA**

#### **Digital Marketing Manager | 2019 - Present**

- Led a digital advertising team that managed \$2 million in annual spend and generated more than \$30 million annual revenue, contributing over 12% of ecommerce sales
- Planned budget allocation, customer targeting, and performance goals for seasonal digital ad programs, supporting inventory sell-through for over 35 brands and 50 categories
- Proposed marketing services programs to 17 vendor partners, negotiating over \$1.5 million annual recovery to reduce costs of advertising operations and maximize available ad budgets
- Planned and directed the implementation of a database and data visualization application that imported, normalized, and reported on digital ad campaign performance metrics from 16 advertising platforms, reducing reporting time by over 60%

#### **Digital Marketing Analyst | 2018 - 2019**

- Launched the ecommerce search marketing program with cost-per-click digital ad campaigns and keyword research on shopper search behavior, improving visibility and engagement
- Created and executed bid and budget management procedures for search, display, and video digital ad campaigns, maintaining 2% total cost of sale to ensure net profitability
- Cultivated relationships with marketing counterparts at seven accounts to uncover new opportunities for improving visibility

### **Buyquest, Inc. | Detroit, MI**

#### **Marketing Director | 2012 - 2018**

- Planned and executed a digital marketing program focused on tactics for new customer acquisition, such as search advertising, search engine optimization, and content marketing, driving traffic and sales to the ecommerce store
- Managed a product information database to ensure accurate descriptions and availability, and improve conversion rates

#### **Marketing Systems Manager | 2011 - 2012**

- Led software developers in creating digital marketing operations procedures to increase efficiency and accuracy
- Automated a competitive pricing collection program, which ensured price competitiveness and maximum profitability

## ENTREPRENEURIAL EXPERIENCE

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### **Obitium | 2013 - 2017**

I developed a website application to help funeral directors and their clients create, manage, and share obituaries.

### **Confidently | 2009 - 2012**

I co-founded an online community for connecting students and grads with opportunities at top employers.