

DREW GIFFIN

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PROFESSIONAL SUMMARY

A leader in Marketing Management with a record of creating quality marketing programs, effective omnichannel marketing campaigns, and strong content design. Imaginative team problem solver, that will provide strategic perspective, collaborative management, and entrepreneurial spirit to a marketing team that is results-oriented and visionary.

KEY PERFORMANCE SKILLS

- Copywriting and Content Creation
- Strategic Marketing Implementation
- Measurable ROI Strategies
- Budget and Expense Planning
- Community Involvement Activities
- Automated Email/Text Marketing
- Website Design and Management
- Social Media Management
- SEO/SEM Data & Demographics Analysis
- Google/Facebook Analytics and Advertising
- Project Management
- Media Buying and Placement

CAREER PROGRESSION

MARKETING STRATEGIST & PRINCIPAL OWNER DGM SOLUTIONS, LLC

March 2015 – Present

- Founded consulting business specializing in marketing strategies for 20+ small businesses
- Develop branding strategy, build WordPress websites, and produce graphic design
- Design & integrate omnichannel digital, social media and traditional marketing campaigns
- Author effective communication & content, design email marketing, text marketing & sales funnels
- Coordinate and complete multiple digital and traditional marketing projects with an emphasis on email automation and text message automation.

VP OF DIGITAL SALES/MAJOR ACCOUNT EXECUTIVE BIZWEST MEDIA

Feb 2022 – Present

- Account Based Sales & Marketing with forecasted revenue of \$240,000+ for 2022
- Involved in launching sales for release of upgraded website developed for mobile responsiveness
- Segment analysis and territory management of 900+ B2B Clients and non-profit stakeholders
- Development of digital programmatic retargeting proposals and campaigns
- Utilization of CRM system to conduct automated publishing tracking, sales, and lead generation

DIGITAL MARKETING STRATEGIST BLUE FEDERAL CREDIT UNION

Feb 2020 – March 2021

- Fast-paced marketing team member of a credit union with over 100,000 members and \$1.5B in assets growing from 89,000 members and \$1.15B in assets in 12 months
- Led project for new best in class global and regional website launched Feb 2021
- Improved website traffic 22% in 2020 implementing SEO and SEM techniques
- Built promotion landing pages with keyword research strategies and heat map technology
- Established SEO/SEM initiatives using Google Analytics, AEM, and Power BI driven analysis
- Instrumental in UX design and copywriting on website through content management system
- Interdepartmental collaboration for input and feedback on promotional content delivery
- Curated dynamic website content and geolocation strategy for geofencing & PPC advertising
- Subject Matter Expert for vendor management, evaluation, and implementation
- Instrumental project member and leader for multiple enterprise-wide initiatives
- Developed content management strategies with team including imagery and copywriting
- Forged digital transformation strategies to reach members and potential members

MARKETING & BUSINESS DEVELOPMENT MANAGER
AURORA FEDERAL CREDIT UNION

May 2019 – Dec 2019

- Designed marketing collateral, lobby display materials and staff engagement materials
- Managed email marketing communications to 7600+ members
- Assisted in developing Marketing Plan for 2020
- Cultivated Select Employee Group relationships including City of Aurora, Aurora Fire Rescue, Aurora Housing Authority, Aurora Realtors Association, and other community partnerships

MARKETING & BUSINESS DEVELOPMENT MANAGER
NORTHERN COLORADO CREDIT UNION

2010 – 2015

- Achieved 15% customer loan growth and overall asset growth of 2%
- Orchestrated rebranding project including website, signage and new name development
- Business Development with multiple Select Employee Groups and community organizations
- Created strategic plans to increase account holder membership using employee group development, new business relationship building, and community outreach
- Negotiated 3-year sponsorship with UNC athletics
- Coordinated omnichannel marketing campaigns using digital, social media and traditional methods

MARKETING MANAGER
NORBEL CREDIT UNION

2006 – 2010

- Managed, directed, and coordinated enterprise marketing efforts for all community branches of credit union that grew from \$97M to \$120M in total assets.
- Contributing member of management team comprised of the CEO, Executive VPs and Branch Managers.
- Cultivated relationship strategies for 650+ Select Employee Group partner companies.

BOARD MEMBERSHIP and VOLUNTEER EXPERIENCE

BOARD MEMBER & AWARENESS COMMITTEE CHAIR
ROCKY MOUNTAIN CHAPTER OF CREDIT UNIONS

2012 – 2015

BOARD CHAIR AND MARKETING CHAIR

TEN THOUSAND VILLAGES FAIR TRADE STORE – FT COLLINS

2000 – 2006

MEMBER OF EIGHT SERVICE MISSION TRIPS TO LATIN AMERICA

FIRST BAPTIST CHURCH - LOVELAND

2005 – 2022

AFFILIATIONS and CERTIFICATIONS

Constant Contact Solutions Provider, Digital Marketing Certification with Shaw Academy, Bullseye 101 Certified – Targeted Digital Advertising, Business Networking International, Credit Union Executives Society, Leadership Management Institute.

Additional Performance Skills: Digital Marketing Certified, Act-On Automated Marketing, Adobe Creative Cloud, Photoshop, InDesign and Illustrator, Computer IT, Google Search Console, Google Analytics, (AEM) Adobe Experience Manager, Ubersuggest Keyword Research, Crazy Egg, YouTube and Vimeo video production. Project Management with Asana, Database Management, HubSpot & MagHub CRM, Non-profit and religious organization marketing.

EDUCATION

COLORADO STATE UNIVERSITY

Bachelor of Science, Business Administration and Marketing

DEIA STATEMENT

I am committed to continuous improvement and seek to create solutions in all aspects of my career. As part of this, I am committed to promoting diversity, equity, inclusion, and accessibility in work, research, and training programs with which I am involved.

As a dedicated member of service missions, I have been involved with strengthening communities for Haitian workers in the Dominican Republic and impoverished communities in Nicaragua, Mexico and Bolivia. I have also been involved in the co-operative Fair Trade movement for Ten Thousand Villages in Fort Collins which provides an impactful maker-to-market channel for goods made by artisans in over 35 countries.