

ALLEN BURCH

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Portfolio: allenburch.com

WORK EXPERIENCE

Marketing Coordinator – GT Independence (May 2022 – Present)

- Coordinated multiple national conferences, executed day of VIP events, and created conference assets: hand-outs, promotional items, videos, and booth design.
- Designed and built a new company website with 100+ pages that better aligned with the company's goals and brand standards while developing it on a more stable platform.
- Created digital and print informational flyers that were accessible and at a 6th grade reading level to ensure they comply with ADA and Section 508 accessibility standards.
- Assisted and lead multiple video projects ranging from client testimonials, educational walkthroughs, and social media highlights.

Dealer Marketing Specialist – FOX Factory (Aug 2018 – May 2022)

- Developed a Dealer Reward Program to increase sales rep engagement with training materials, leading to a higher quality customer experience.
- Generated email campaigns to support the Dealer Reward Program tracked by KPI to validate program success.
- Served as the program admin manager for dealer training portal.

Former Marketing Project Manager

- Designed all print collateral and worked with local printer to set up an asset ordering portal for internal stakeholders.
- Photographed and edited all press quality images for website and outbound distribution.
- Assisted on the production of multiple video shoots and lead many lifestyle and social media content shoots.

Former Tuscany Marketing Manager

- Developed a comprehensive marketing program and managed every aspect of marketing for Tuscany Motor Company until the corporate merger.
- Maintained and updated multiple websites on the Wordpress and SquareSpace platforms, utilizing Google Analytics to track traffic and engagement, to better tailor future user experiences.
- Built the marketing campaign for the launch of the new GMC Harley-Davidson truck which included creating marketing assets (photos, poster mailer, press release, and website pages) used in over sixty auto industry news articles. The 250 units available at launch sold out within seven weeks leading to a sales increase of 30% over the prior year.
- Cultivated strong working relationships with Tuscany's brand partners Shelby American and Harley-Davidson by collaborating on multiple projects.

SUMMARY

I'm Allen Burch, a full stack marketer with extensive experience in creating assets that tell compelling stories. I have a strong performance history in developing effective outbound campaigns and producing adaptable, innovative, and top-quality content.

Now I'm seeking new challenges to continue to grow my creative skillset.

SKILLS

Marketing:

- Digital Campaign Management
- Email Campaign Creation
- Front-End Web Development
- Brand Strategy

Graphic Design:

- Email Layout and Assets
- Web Development Graphics
- Branding and Logos
- Social Media Post Elements

Photography:

- Product
- Portrait (Posed and Candid)
- Culinary
- Event (Journalistic)
- Lifestyle

Videography:

- Product
- Sales Training
- Corporate Communication
- Engineering Development
- Event (Journalistic)
- Drone

Program:

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Lightroom Classic

Digital Web Specialist – Maple Leaf Farms (Sep 2017 – Aug 2018)

- Designed and developed two websites for company brands using Wordpress.
- Utilized Google Analytics and Search Console to set up and record goal conversion rates to measure the success of the new websites.
- Managed social media content creation, scheduled posting, and reported on the performance for three brands within the company.
- Assisted on internal monthly video projects with the graphics team.
- Collaborated with the marketing team to create and execute social media strategy campaigns promoting new products or items on sale.
- Captured stylized product photos while working alongside the graphics team and our professional food stylist on multiple culinary shoots.

Marketing Assistant – Burr OAK Tool (May 2013 – Sep 2017)

- Produced new promotional product videos for trade shows, social media, and direct to consumer marketing.
- Created instructional videos used by customers for their employee training process. Collaborated with engineering and safety teams to develop the script, videoed the training processes, record the voiceover talent, and edited the final videos.
- Increased Burr OAK Tool's YouTube video view traffic by over five hundred percent over two years by creating and posting educational and engaging video content.
- Facilitated a successful, multi-country product launch by constructing a twenty-minute product development video, email campaigns, and on location event coordination.
- Coordinated with sales and marketing teams to execute the annual in-house training seminar for international partners.

Photography/Co-Owner – LeWayne Productions (Oct 2011 – Present)

- Co-own a successful, long-running portrait photography business as a weekend hobby.
- Stay up-to-date with shifting industry trends and adjust business approach accordingly.
- Contributions include market research, lead generation, website design, and financial management for the business.

EDUCATION

Kalamazoo Valley Community College (Sep 2010 – Apr 2013)

Associates of Applied Science – Time Based Media

- Majored in Video Production and minored in Business for Creative Media.
- I studied multiples areas of design including fundamental theory and best practices.
- Created a video that was displayed at a local planetarium. This project required coordination with the program director at the planetarium and in depth understanding of the 3D simulated, planetarium laser projecting process.