



Conrad Magalis

Marketing & Communications Professional

View my portfolio @ ConradMagalis.com

Marketing Manager

First Western Bank & Trust

January 2015 to Current

- ◆ Support national marketing efforts for over 33 unique vendors and brands. This includes working directly with business development to coordinate cross-channel and direct marketing initiatives.
- ◆ Conception, layout, maintenance and distribution of promotional materials, informative fliers, direct mail campaigns, email marketing, posters and co-branded collateral.
- ◆ Maintaining over 15 ongoing, segmented email marketing campaigns targeted to distributors and end-customers on a national scale -- resulting in campaigns that average 40-60% open rate and elicit direct responses. Use of A-B testing and digital analytics to select time-of-day and call-to-action.
- ◆ Attending monthly information technology meetings to perform vendor due-diligence, risk rating, compliance and approval. Projects to note include selecting and demoing email marketing vendors, CRM and the RFP process of a key digital marketing agency, to develop and launch a new company website.
- ◆ Reporting and analysis for the financial services industry, using Crystal reporting, Microsoft Excel and manual data analysis -- including competitive analysis, user persona and market research.
- ◆ Passed Google Analytics individual qualification exam during first attempt, with 82% proficiency. This exam covered fundamentals of digital marketing and analysis, to deployment and advanced mobile marketing and goal flow. I have been utilizing Google Analytics since 2013 and had a goal of completing this exam.
- ◆ Fielding supervisory level customer service calls and emails, including basic technical support, sales and kitting. Establishing and routing inbound emails on the current website to the proper department.
- ◆ Direct integration with account management and business development across all market channels.
- ◆ Maintaining a variety of print marketing partnerships for collateral and direct mail.

Brand Communicator

Dayta Marketing

October 2014 to January 2015

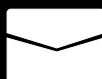
- ◆ Managed nine clients and omni-channel social media campaigns, across Facebook, Twitter, Pinterest, LinkedIn, Google+ and WordPress blogs.
- ◆ Graphic design, copywriting and content strategy.
- ◆ Effectively placed social media advertising and regional campaigns backed by quantitative analysis and audience segmentation.
- ◆ Public relations and support for client events using social engagement and advertising.
- ◆ On-boarding new clients and creating marketing strategies to aid in client retention and acquisition.

Marketing & Communications Specialist

Skybridge Americas

June 2013 to September 2014

- ◆ Created promotional materials for electronic and print publication: advertisements, solution documents, case studies, white papers and press releases -- using Adobe CS6 and MS Office suites. Designed an entire trade show booth (8' by 8'), from the ground up.
- ◆ Successfully pitched press releases that earned media attention and resulted in feature content.
- ◆ Content production for print, digital collateral and the Skybridge Americas website.
- ◆ Facilitated a full rebrand of Skybridge Americas -- launched a new responsive website, redesigned social channels and published supporting materials.
- ◆ Worked internally with executives and relayed information to vendors and agencies.
- ◆ Project and issues management.
- ◆ Web content manager -- Drupal CMS.
- ◆ Conducted competitive and market analyses that aided in growth strategies.



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Skybridge Americas Continued

- ◆ Used Google Analytics to report user metrics, track ad performance and monitor traffic to the website. Implemented a complete deployment strategy for the website, which included objectives, tactics, segments, goals and event tracking.
- ◆ Assisted in ad buys and implementation of AdWords strategies.
- ◆ Budgeted for internal expenses; managed relationships with third-party application providers and vendors.
- ◆ Advised senior staff on industry, digital and Web trends

Social Media Analyst

Skybridge Americas

June 2013 to September 2014

- ◆ Developed salable and repeatable processes from the ground up. This included pricing, SaaS selection, marketing materials, and sales collateral.
- ◆ Proficient in community management applications, such as: Hootsuite, Tracx, uberVU, Engagor & Sprout Social.
- ◆ Competitive analyses and strategic counseling for international brands and media agencies.
- ◆ Created client pitches and analyses for Global / Fortune-ranked brands.

Marketing Communications Intern Metro Bus

May 2013 to August 2013

Marketing Director, Host and Anchor KVSC 88.1 FM

January 2011 to May 2013

Social Media and Advertising Intern Science Museum of Minnesota

November 2012 to March 2013

Intern Media Specialist

Central Minnesota Arts Board

June 2012 to November 2012

Owner and Lead Instructor Guitar Masters

August 2009 to March 2013

Private Music Instructor South of the River Music

February 2007 to August 2009

Education

St. Cloud State University

Bachelors of Science

Mass Communications with PR emphasis
(accredited by the ACEJMC)

Bachelors of Science

Communication Studies

Dakota County Technical College

Transfer Credits

Graphic Design, Photography and Fine Arts

Google Partners

Google Analytics Certified

Digital Proficiencies and Creative Software

Adobe CS:

- InDesign
- Photoshop
- Illustrator
- Acrobat Pro
- Audition
- Premiere
- Bridge
- Fireworks

Microsoft Office:

- Word
- PowerPoint
- Excel
- Outlook
- Access

Web Management:

- Drupal
- WordPress
- Dreamweaver

Social Media SaaS:

- Hootsuite Enterprise
- Tracx
- Sprout Social
- Engagor
- uberVU

Marketing:

- Google Analytics
- Google Webmaster Tools
- Google AdWords
- MailChimp
- Constant Contact
- Vertical Response
- SurveyMonkey
- Mandrill
- Hubspot CRM

Project Management:

- Basecamp
- Glip
- Google Drive
- Dropbox

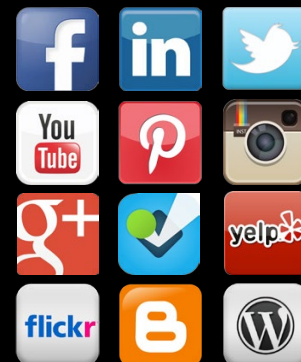
Apple:

- Final Cut Pro X
- Final Cut Pro 7

Issue Management:

- DoneDone

Social Networks:



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