

# Cory Russell

MARKETING, MANAGEMENT & BUSINESS DEVELOPMENT

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An Entertainment Business Graduate with over 7 years of local marketing experience, 5 plus years project management, business development and logistics within an ecommerce environment. A motivated and highly adaptable professional with a proven record of managing projects from concept to completion. Leader with ability to work independently and within a team demonstrating strong communications skills and determination to further organizations goals.

## EXPERIENCE

### Sievert's Sporting Goods — *Marketing & Operations Manager*

2012 - PRESENT

- Identified, developed, and evaluated marketing strategy, based on knowledge of establishment objectives.
- Planned and launched local marketing programs.
- Formulated, directed, and coordinated marketing activities and policies to promote products or services.
- Built and maintained professional relationships to ensure sales of laser engraved awards for schools and local organizations.
- Used sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services.
- Coordinated and participated in promotional activities, communicating with sales team.
- Initiate market research studies and analyze their findings.
- Researched, planned and integrated new business projects including optimizing warehouse inventory logistics and shipping efficiency.
- Planned and executed footwear and apparel future buys under strict deadlines.
- Orchestrated staff training sessions on new software and workflows.
- Built, operated and maintained business back end applications and systems using php and javascript.
- Provided tech support and customer service.

### CheckitMedia — *Web Designer/Developer*

2010 -2011

- Designed, built, or maintained Websites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Communicated with clients to create a plan that met the goals of the project.

## SKILLS

Effective Communicator  
Search Engine Marketing  
Social Media Marketing

Leadership

Project Management

Adaptable & Creative

Problem Solver

Detail Oriented

Google Analytics

Google Shopping

MailChimp

Planning & Organization

Analytic & Research

Adobe Creative Suite

MS Office

HTML, CSS, PHP, Javascript

Marketplace Selling

IMS- Channel Advisor

Laser Engraving Technologies

- Wrote, designed, or edited Websites for clients.
- Handled marketing needs for clients and business.
- Provided clear, detailed descriptions of Web site specifications, such as product features, activities, software, communication protocols, programming languages, and operating systems software and hardware.
- Designed and developed local marketing website usinggroupon style architecture.

## EDUCATION

### **Full Sail University** — *Master's Entertainment Business*

2008 -2009

### **Full Sail University** — *Bachelor's Digital Arts & Design*

2006 - 2008