

CAELAN HUNTRESS

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<https://stellarplatforms.com/case-studies>

Personal Statement

I am an experienced American digital marketer living in New Zealand. My specialty is curating the customer journey to create impact and results.

APAC Bid Manager | Kineo | Dec 2017 - Sep 2018

Company Overview:

Global workforce development company selling enterprise elearning technologies and bespoke course development

Responsibilities:

Oversee the pre-sales management process across bids, pitches, and account management to meet sales targets. Facilitate the planning and development of pre-sales collateral, proposals, and presentations to maximise chances of winning work. Organise and maintain team document repositories. Provide systems and sales training to sales staff of 15 reps across APAC. Monitor \$6 million pipeline and identify trends.

Accomplishments:

- Circulated monthly bid reports to measure regional performance against target win rates & cost of sale
- Managed the conversion of multiple proposal document templates for new lines of business

Digital Marketing Manager | The Aware Show | Apr 2014 - Mar 2017

Company Overview:

Distributed team of creative professionals, and producers supporting the host's media properties.

Responsibilities:

Manage cross-functional team of 8 digital creatives (programmers, designers, writers and producers) to air live tele-summit interviews. Execute go-to-market projects. Direct overlapping product launch cycles. Regularly deliver data analysis of KPIs to stakeholders, run user testing campaigns to inform strategy.

Accomplishments:

- Created and optimised sales strategy in eCommerce shopping cart with 1000 digital products.
- Designed secure online members library to display 4500 multimedia interviews for customers.
- Mined customer behaviour data through A/B testing to enhance data-driven sales.

Product Manager | Ace of Sales (now Outstand) | May 2012 - Mar 2014

Company Overview:

CRM and email marketing platform designed for salespeople. Small startup, distributed team of programmers, content creators, and support personnel.

Responsibilities:

Define product strategy for different customer segments, serve as voice of customer in strategy meetings, agile project management, daily stand-up meetings, customer analysis, competitive analysis.

Accomplishments:

- Developed marketing strategies based on usage metrics and detailed customer interviews.
- Worked closely with technical and marketing teams, communicating priorities between them fluently.
- Participation leadership in company intranet, engaging new users and increasing forum activity.
- Recorded and published on-boarding video tutorials that increased product usage metrics.

<https://huntress-for-hire.com>

Website Designer | Pura Vida MultiMedia | Nov 2010 - Apr 2014

Company Overview:

Freelance writer and website designer, managing multiple independent contractors.

Responsibilities:

Provide copywriting, marketing consultation, business coaching, content production, social media management & video production for entrepreneurs and small business owners with WordPress websites.

Accomplishments:

- Completed four years of new business development and ongoing account management.
- Described and articulated client needs to translate into development tasks for contractors.
- Created and delivered client solution proposals, selling services packages by project and retainer.

Sales & Marketing Manager | Spot Color Studio | Jul 2010 - Sept 2010

Company Overview:

Full-service creative agency that blends great design with relevant functionality for measurable results.

Responsibilities:

New business development, internal communications, sales support, digital marketing, and

Accomplishments:

- Elevated brand awareness in local market through in-person networking and public speaking events.
- Defined new sales pipeline stages and migrated client base into new CRM.
- Created training materials (video tutorials and PDF workbooks) to onboard and train future staff.

Summary of Skills and Attributes

Digital Design

- WordPress expert
- Video production
- Graphic design
- Adobe Creative Suite
- A/B Testing
- User Analysis

Communication

- Article writing
- Copyediting
- Email marketing
- Webinars
- Interviews
- Keynote design
- Public speaking

Sales

- Consultative selling
- Marketing automation
- Sales funnels
- Cold calling
- Outbound prospecting

Programming

- HTML, CSS, & PHP
- cPanel & WHM
- SEO & SEM
- Google Analytics
- CRM management
- Amazon S3
- eCommerce

References

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Education

Portland State University, Bachelor of Science, 2006 | Major: Liberal Studies | Minor: Classical Philosophy

Certifications

Google Partners: Analytics, Adwords, & Mobile Sites | Totara: Course Creator | Dell'Arte: Physical Theatre