

# SKYLAR DEAN

DIGITAL MARKETING MANAGER



## CONTACT

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## PORTFOLIO

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## SUMMARY

**5 years of digital marketing**, managing brands, strategies, budgets and asset production for display, search, pre-roll, retargeting, broadcast and print campaigns totaling \$13m in annual media

**5 years of strategic account management**, building relationships, managing and instructing internal teams, giving client presentations and growing business by \$1.5m per annum

**5 years of project management**, efficiently planning, trafficking and documenting workflow for over 20 competing projects while managing creatives, vendors, timelines and budgets

**4 years of copywriting** with work including GEOLANDAR X-MT launch campaign, currently in 4 different publications and a longitudinal healthcare study published in Paradigm Magazine

## SOFTWARE

Adobe Creative Cloud	██████████
Crimson Hexagon	██████████
Facebook Ad Manager	██████████
Google AdWords	██████████
Google Analytics	██████████
Microsoft Excel	██████████
Microsoft PowerPoint	██████████
Microsoft Word	██████████
SQL	██████████
Twitter Analytics	██████████
YouTube Analytics	██████████

## EXPERIENCE

**Freelance | Digital Marketing Manager | 2017–Present** | Optimize and execute content, channel, partnership and revenue strategies. Establish best practices by defining cadence, tactics and target audience. Manage content creators, partnerships and sponsorships. Increased June 2018 month-over-month YouTube AdSense revenue by 618%, followers by 1,352%, views by 463%, watch time by 430% and engagement by 260%.

**Kovel/Fuller | Creative Project/Account Manager | 2016–2018** | Created and executed Yokohama Tire's \$13m media plan using client working sessions and agency assets. Produced a viral video receiving 23m views and 570k engagements. Wrote the GEOLANDAR X-MT advertising campaign and marketing materials, currently in 4 publications and showrooms across the U.S. Won social media and public relations, increasing client billables by \$1.5m per annum. Praised 3 times in the 2017 agency review. Developed strategy and materials for the MinExpo, ConExpo, MATS and TMC tradeshows.

**Creative Matters Agency | Creative Project/Account Manager | 2014–2016** | Managed projects, budgets, timelines and vendors for up to 20 clients. Led agency adoption of user-centric best practices, mobile-first design and SCRUM project management. Created a vendor network expanding agency services to include search engine optimization, search engine marketing, conversion rate optimization and social media. Wrote and presented over 90% of proposals.

**ExpiTrans Merchant Services | Account Manager | 2013** | Created and presented customized solutions. Provided customer service throughout client onboarding and adoption. Optimized strategic initiatives for client KPIs. Exceeded revenue and attrition quotas while managing over 20 clients.

**Civonomics | Digital Content Marketing Intern | 2013** | Developed and ran user-experience tests, increasing conversions by 10%. Managed a 15-member polling team. Analyzed data and drafted actionable client presentations. Wrote strategic initiative wikis, increasing engagement by 20%.

**Santa Cruz Volunteer Center | Marketing Intern | 2012** | Annotated data, defined goals and tracked conversion attribution with UTM parameters in Google Analytics. Ran A/B tests, increasing conversions by 7%. Set up automated monthly reporting and presented insights to department heads.

## EDUCATION

**University of California  
Santa Cruz**  
*Bachelor of Arts*  
Economics

**Santa Monica College**  
*Post-Graduate Studies*  
Business

## CERTIFICATION

**Facebook Blueprint**  
Ad Auction & Delivery  
Creative/Strategic Planning  
Data-Driven Marketing  
Deliver & Evaluate with Pixel  
Direct Response Marketing  
Facebook IQ Insights  
Reporting & Analytics

**Google Academy for Ads**  
Ad Exchange Brand Controls  
AdWords Display  
AdWords Brand Controls  
AdWords Mobile  
AdWords Search  
Bid Manager Brand Controls  
Google Analytics IQ

**Google Digital Garage**  
Reach Local with Mobile  
Expand Reach with Social  
Track & Measure Traffic

**Bing Ads Academy**  
Accredited Professional

**Twitter Flight School**  
Marketing leadership

**YouTube Certified**  
Asset Monetization  
Channel Growth  
Content Ownership

**HubSpot Academy**  
Content Marketing  
Email Marketing  
Inbound Marketing  
Social Media Marketing