



**CoolfishMarketing&Design**

*Creative Web Solutions ~ SEO Certified*

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**“It’s The Impression You Make And The Reputation You Keep”**

**- Chet**

A successful marketing executive with strong sales and entrepreneur experience, I use my expertise to lead advertising, brand management, market research, product development, marketing communications, pricing, and low touch customer service strategies leveraging digital marketing, SEM, SEO, email marketing and social media. I leverage my broad strengths to ensure that every selling team dependent on my organization has what they need to succeed before the first customer outreach through renewals and win back campaigns.

Well respected for my ability to create and expand brand awareness by implementing successful initiatives that identify and align competitive advantages with target markets. I combine these talents with my strong leadership skills to successfully deliver on aggressive corporate objectives and retain highly satisfied and challenged employees. Experience developing and leading successful channel partnerships resulting in expansive growth. My strong communication skills make me a natural executive customer relations resource and my attention to detail means I stay on budget and make thoughtful, data-driven decisions. I am an incredibly passionate advocate for mentorship and leadership development and especially enjoy advising.

I am one of those rare executives that has a strong balance of both creative and analytical skills. I can take conceptual ideas and turn them into tangible solutions, running from MVP to full launch. I ensure that all initiatives have target KPIs and deliver reliably strong and measurable ROI on investments made.

This rare combination of deep experience, dedication, creativity and analytical ability makes me a candidate worthy of consideration.