

DEZ KING

Marketing + Project Management + Business Operations

LOCATION COLORADO / CALIFORNIA / ARIZONA

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PROFILE

Versatile and hands-on professional who leads teams to design and implement successful projects that align with business objectives and deliver effective results. Forward-thinking, driven and accomplished - with a track record of success in problem solving, improving efficiency, and managing projects from start to finish. Prioritizes customer service and consultative leadership approach.



CORE STRENGTHS

- Communication and Negotiation
- Team Collaboration
- Exceptional Organization
- Budgeting and Record Keeping
- Marketing Planning and Strategy
- Graphic Design & Website Design
- Website Management
- Copywriting
- Project Planning & Management
- Microsoft Office
- Adobe Creative Suite
- Website and E-Commerce Platforms
- Email Marketing Platforms
- Google Analytics and AdWords
- Project Management Tools and Apps
- Property Management Software
- Social Media Marketing
- Hootsuite
- Buffer
- Mailchimp
- Constant Contact
- Aerial & Ground Photography
- Direct Mail (EDDM)
- Market Research



PROFESSIONAL HIGHLIGHTS

- Managed and delegated all marketing plans, supportive print collateral, website design, social media and blog content, digital and print advertising, partnership and event participation, trade shows, budget and reporting for startup mortgage company, Colten Mortgage. Increased social media engagement by 94% and website traffic by 29%, while providing all onboarding and branded marketing support for new Loan Officers.
- Developed, managed, and sold two businesses in under 12 months, for over 300% profit.
 - Patented ingredient blend to form Omega Seed Spice, a line of superfood seasonings. Designed branding, packaging, built e-commerce website, planned and executed all marketing projects.
 - Designed management tools and materials for Real Estate professionals to help with organization and efficiency.
- Created marketing training program and materials for over 100 franchisees of Moran Family of Brands to accelerate successful business launch operations and grand openings across U.S.
- Project managed in re-branding and grand opening events for Presence Health new healthcare facilities, after completing the largest healthcare mergers in the Midwest.
- Produced and integrated project management system to monitor and track marketing operations, KPIs, timelines, progress and results for Presence Health Marketing department.



EDUCATION

UNIVERSITY OF ST. FRANCIS - Joliet, IL
Bachelor of Arts, 2007-2011
Mass Communication, Visual Arts GPA 3.6

ARMBRUST REAL ESTATE INSTITUTE - Denver, CO
Broker Associate Course, Completed April 2017



PROFESSIONAL EXPERIENCE

COLTEN MORTGAGE FEBRUARY 2018-PRESENT
Greenwood Village, CO

MARKETING DIRECTOR

- Developed and implemented marketing plan and research to position company as an industry leader
- Defined marketing budget, KPIs, and monitored data analytics for monthly and annual reporting
- Designed effective print, digital, event marketing, ads, and presentation collateral to support all loan officers and overall company recognition as a strong, unique competitor in the mortgage industry
- Curated and published social media, blog, and website content boosting user engagement by 94%
- Evaluated website UX/UI design to work closely with web developer to re-create a more effective website to enhance content, SEO, layout, user experience, functionality, and overall organic web traffic by 29%
- Assisted in acquisition of 3 top producing local home builder partnerships and 8 local real estate partners
- Increased brand awareness with local digital and print ads, event sponsorships, and trade show participation

KING DEZIGN & SKYLENS AERIAL PHOTOGRAPHY (FREELANCER) AUGUST 2013-PRESENT
Colorado Springs, CO

OWNER + MANAGER

- Provide clients in various industries with professional design services including graphic design, website design, UX/UI wireframing
- Direct clients in cutting costs and increasing efficiency by providing consultation on management, marketing and business solutions
- Shoot, edit and produce high quality interior, exterior and aerial photography and video for residential, commercial and retail properties

HEALTHGRADES.COM FEBRUARY 2015-MAY 2016
Denver, CO

WEB ANALYST

- Defined metrics and KPIs for digital marketing programs including email, website, SEO/SEM
- Generated data reports providing insight to executives and development teams for website engagement, traffic, design flow and functionality improvements, bug fixes, and monitoring benchmarks

MORAN FAMILY OF BRANDS OCTOBER 2013-JANUARY 2015
Midlothian, IL

MARKETING MANAGER

- Led marketing, communications, and engagement strategy for a multi-brand franchise company with over 100 franchise territories in the U.S.
- Oversaw outbound marketing, including direct mail campaigns resulting in a record breaking \$14k in sales and 73% new customer growth in a single day
- Developed marketing training and support materials for new and existing franchisees

PRESENCE HEALTH DECEMBER 2011-NOVEMBER 2013
Joliet, IL

MARKETING COORDINATOR

- Coordinated all marketing efforts to drive brand awareness in close cooperation with executive leadership
- Initiated and developed innovative marketing campaigns with focus on digital advertising, social media, and website management – increasing overall website traffic by 26%
- Assisted in event planning and execution for trade shows, educational seminars, grand openings, award ceremonies, and community events
- Managed a team of three interns for creative production, copywriting, and event planning