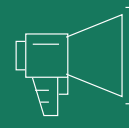
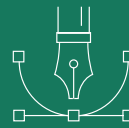


Mandy VanHaitsma

MARKETING COMMUNICATIONS

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Work Experience

Luce Design + Marketing | Owner

May 2018 to Present

Providing contract marketing and design support for a range of B2B clients, including graphic design, content generation, email marketing and web design.

The Progressive Group | Marketing Coordinator

April 2016 to May 2018

Supported consumer electronics distributor and sales rep firm covering six sales distribution territories in Michigan, Indiana, Utah, Colorado and Arizona. Produced sales collateral, email marketing and event management for trade shows and in-house sales events. Implemented a monthly specials program, as well as the adoption of a CRM system (Hubspot CRM), and helped developed a 'Brand Champion' program to help sales better communicate with the many brands The Progressive Group represents and distributes.

Columbian Logistics Network | Marketing Manager

December 2013 to May 2016

Expanded the role and scope of the marketing program by shifting priorities from internal administrative support to customer focused and sales oriented lead generation. I also pushed for marketing to become as data driven as either the sales or operations divisions by setting up web analytics, customer surveys and quarterly goals. This allowed me to show measurable growth directly related to marketing activities. Led website redesign and platform shift to Wordpress, which became the principle platform for disseminating more timely information to customers and prospects, as well as allowing internal departments such as Human Resource to communicate with employees more effectively.

Supply Chain Solutions | Marketing Coordinator

December 2006 to January 2011

Built a content based marketing strategy to support non-asset holding third party logistics company. Worked closely with stakeholders in international transportation and supply chain consulting to develop case studies and webinar series from which to launch inbound marketing tactics. Redesigned website on Joomla CMS platform to keep online content fresh and control cost of outside vendor management.

Resolution Systems | Marketing Coordinator

December 2004 to December 2006

Designed collateral for chemical chromatography equipment distributor including sell sheets, catalogs, and direct mail. Successfully built a monthly email marketing schedule and redesigned company website to showcase all brands and foster better communication with customers and prospects. Designed custom trade show booth and funnel system.

9&10 News WWTV-WWUPTV | Marketing Assistant

June 2000 to September 2001

Assisted station Marketing Manager with scheduling promotional advertisements, general department administrative tasks, designed promo graphics and collateral layout, assisted with hosting client and community events and contests for the public.

Skills

Graphic Design

- Page Layout
- Photo Editing
- Info-graphic Design
- Illustration
- Video Editing

CRM

- List segmentation
- Automation
- Rule Building

HTML / CSS

- Landing pages
- Online Forms
- Email Template Building

Social Media Management

- Content Planning
- Audience Communication
- Ad Management

SEO / Reporting Analytics

- Search Strategy
- Keyword Research
- Competitive Analysis
- Reporting

Trade Show Management

- Booth Design
- Lead Capture / Followup
- Event Promotion

Content Marketing

- Content Calendar
- Copy writing
- Blogging
- Case Studies
- White papers
- Sell Sheets / Brochures
- Social Posts

Tools

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Dreamweaver

Microsoft Office

Wordpress

Joomla

Filezilla

Google Analytics

Google Search Central

Raven Tools

Hubspot Email

Mailchimp

Active Campaign

Constant Contact

Zapier

Wufoo

Microsoft CRM

Hubspot

Salesforce

Eventbrite

TypeForm

Zoom

GoToWebinar

Education

Bachelor's of Fine Arts in Visual Communications

Kendall College of Art and Design
of Ferris State University - Grand Rapids, MI
Graduated - May 2004

