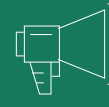
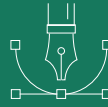


Mandy VanHaitsma

MARKETING COMMUNICATIONS

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Work Experience

- **Reid Supply (Essentra) | Marketing Communications Specialist**
March 2022 to Present
Duties include planning, creation and managing of marketing projects – digital catalogs, flyers, emails, website, digital content, social media, advertising and other promotional activities.
- **Luce Design + Marketing | Owner**
May 2018 to March 2022
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 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
Developed a quarterly marketing content calendar consisting of blog post, email marketing, social media strategy with a focus on building pipeline activity. Launched a webinar series to support lead generation. Led website redesign and platform shift to Wordpress, instituted analytics and KPI levels. Identified industry speaking engagements for our subject matter experts, managed event sponsorship and tradeshow exhibiting. Designed sales collateral, sell sheets and case studies.
- **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 a webinar series from which to launch inbound marketing tactics. Redesigned website on Joomla CMS platform to keep online content fresh and reduce spend.
- **Resolution Systems | Marketing Coordinator**
December 2004 to December 2006
Designed collateral for chemical chromatography equipment distributor including sellsheets, 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 WWTW-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

- Sell Sheets
- Digital Ads
- Catalogs
- Identity System
- Presentations
- Photo Editing
- Infographic Design
- Illustration
- Video Editing

CRM

- List Segmentation
- Automation
- Rule Building

HTML / CSS

- Landing pages
- Online Forms
- Email Template

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

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

Tools

Graphic Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premier

Computing / Collaboration

- Microsoft Office Suite
- Microsoft Teams
- Google Workspace

CMS / Website

- Wordpress
- Joomla
- Magnolia

Social Media

- Hootsuite
- Adobe Express

Analytics / SEO

- Google Analytics
- Google Search Central
- Raven Tools

Email Marketing / Form Capture

- Hubspot Email
- Mailchimp
- Active Campaign
- Constant Contact
- Zapier
- Wufoo
- DotDigital

CRM

- Microsoft CRM
- Hubspot
- Salesforce
- Asana

Webinar

- Eventbrite
- GoToWebinar
- Zoom

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