

TRAVIS ROSENBLIOM

Story

My story is derived from a long-standing passion to help companies master the art of marketing and the science of digital media. I specialize in creating and leading dynamic marketing teams who create experiential and data driven campaigns centered around humanizing our approaches. These campaigns are developed by focusing on the business strategy then implying problem solving creativity processes. These processes are built from a culture centered around design thinking to achieve high level engagement, responses and actions from the target audience. I do not fail, I only achieve or learn.

Skills

Thought Leader

Ability to lead a team with a strong vision for the future and a clear path to follow.

Analytical Strategist

Adept at taking current and new strategies and putting them into a realistic process and timeline that can be easily followed by all team members.

Passionate Innovator

Skilled at looking creatively at problems and providing innovative solutions.

Google Webmaster

Certified in Google Analytics, Adwords, Data Studio, Mobile Sites

Adobe Suite Aficionado

Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign

Work Experience

MARKETING DIRECTOR - Rod Martin's Complete Basement Systems - Denver, CO - January 17 - Present

- Audit, analyze and rethink the marketing strategy to make needed adjustments to increase brand recognition, direct lead generation, cross channel campaign consistency and return on investment.
- Creatively solve problems that prevent the company from maximizing its customer experience while minimizing pain points.
- Created an open and positive work culture centered around empowering creativity with a core focus of design thinking.
- Produce all marketing campaigns for the businesses goals and create consistent cross channel messaging through storytelling, photo, and video content designed to maximize an exceptional client experience and gain lifelong referrals.
- Lead a staff of 3 including: digital marketing coordinator, event coordinator, creative marketing coordinator.
- Increased direct lead generation by 33% and revenue by 22% in 2017 over 2016.

MARKETING COORDINATOR - Brothers Plumbing Heating & Electric - Thornton, CO - June 15 - Jan 17

- Forecast, design, implement, and facilitate the marketing plan for Brothers Plumbing, Heating, Electric.
- Lead UX for the company website including all aspects of goal setting, strategy, process, design, and content.
- Develop brand portfolio objectives, strategies, processes, and analysis to facilitate business sales growth.
- Lead the forecasting and implementation of the marketing budget with tracking and analysis.
- Create and manage all marketing channel campaigns: digital media, direct mail, TV, Radio, SEO, SEM, Adwords, SMM.
- Increased revenue 26.8% while reducing marketing costs by 1.6% | Won the 2016 "People's Choice Award"

MARKETING CONSULTANT - Rosenbloom Productions Ltd. - Denver, CO - June 15 - Present

- Conduct audits of the current marketing strategy and budget and forecast new marketing plans.
- Provide advice and recommendations for full marketing mix strategies and how to optimize current campaigns.
- Envision, create, and execute marketing campaigns for various clients in multiple industries: home service, fashion, realty.
- Provide additional marketing management support through my network of vendors and dealers.

MARKETING DIRECTOR - American Cabinet & Flooring, Inc. - Denver, CO - June 13 - Present

- Develop marketing growth strategies to maximize the efficiency and return on investment of all marketing campaigns.
- Built and maintained the mobile friendly website including creating and updating all content (www.TShopinc.com).
- Manage all marketing channels including: digital media, direct mail, SEO, SEM, SMM, TV, Radio for the company and brand.
- Set goals, strategize, build and produce all marketing materials used across the various channels.

Education

BS IN BUSINESS MARKETING - University of Kansas School of Business - Lawrence, KS - 2009