

SEAN PHILBRICK

Nonprofit Management & Marketing
Digital Marketing, Creative Media
UX Designer, Project Manager



EDUCATION

The University of Iowa 📍 Iowa City, IA
Bachelors of Science
Recreation & Sports Business: Outdoor Recreation
Class of 2015



SKILLS

Adobe Photoshop	●●●●●●
Adobe InDesign	●●●●●○
Adobe After Effects	●●●●●○
Adobe Dreamweaver HTML/CSS	●●●●●●
Adobe Lightroom	●●●●●●
Adobe Illustrator	●●●●●●
Adobe Premiere Pro	●●●●●○
Wordpress	●●●●●●
Web Development & Design	●●●●●○
Microsoft Office	●●●●●○
Salesforce/ExactTarget™	●●●●●○
Google Analytics Solutions™	●●●●●○
Looker Analytics®	●●●●●○
Hubspot	●●●●●○



CONTACT

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WORK EXPERIENCE

MARCH 2017 – PRESENT

📍 Fort Collins, CO

Development Marketing Coordinator – No Barriers USA

// NONPROFIT 501(c)(3) OVERVIEW //

No Barriers' mission is to unleash the potential of the human spirit. We help people embark on a quest to contribute their absolute best to the world by providing transformative experiences designed to confront and break through barriers.

MARKETING // DEVELOPMENT

- Supported the Development Team with the creation and delivery of marketing services and fulfillment of partnership agreements across the organization/programs: Warriors, Youth, Summit.
- Implemented and tracked partnership campaign initiatives to reach organizational, program, and partner goals.
- Provided marketing, web, & digital media deliverables across all programs of the organization: photography, video editing/producing, marketing strategies, material development, online communications, website development, personalized social media campaigns, advertising, PR outreach – all needed for the program success and growth for Youth, Warriors and Summit programming.
- Focused on strengthening partnership relationships through personalized marketing services and exceeding previous year's metrics: increasing engagement, audience size, quality of content, in-depth storytelling, etc.
- Produced and analyzed metrics to implement new tactics to achieve and exceed goals for each partnership across the entire organization.

PROJECT MANAGEMENT

- Oversaw and supported 18+ partnerships: corporate, foundation, and individual.
- Highly focused on building relationships with corporate partners and prospects.
- Meet/exceed goals, managed multiple project management systems with an attention for detail and ability to problem solve on-the-go.
- Worked closely with established partners and prospects to build relationships where strong verbal/written communications and project management skills were essential.

MARCH 2016 – MARCH 2017

📍 Fort Collins, CO

Digital Marketing Specialist – F+W Media, Inc.

MARKETING

- Responsible for the production & execution for all marketing channel efforts for multiple business units, which included: campaign strategies, outbound-email, copywriting, client management, social media, analytics, SEO, eCommerce merchandising, and KPI's.
- Implemented personalized marketing campaigns that supported seven separate communities/business units in website production & maintenance, store products and targeted audience strategies.
 - Marketing Copywriting
 - Dynamic Content Building (AMPScript)
 - KPI & Analytics Reporting
 - A/B Testing
 - Campaign Design/Creative
 - SEO Implementation
- Utilized platform production tools to support communities/brands through:
 - Adobe® Dreamweaver/HTML
 - ExactTarget/Salesforce™
 - Looker® – Analytics
 - Google Analytic Solutions™
 - QuickBase™
 - Adobe® Business Catalyst
- Quality Assurance on all marketing efforts for accuracy, pricing, conversion and tracking.
- Developed and implemented strategies to grow revenue across all seven business units, drive engagement, and strengthen customer relationships through personalized 1:1 marketing.
- Managed multiple projects & brands at once in a deadline-driven environment where the ability to prioritize & re-prioritize tasks and attention to detail was pivotal to success.

AUGUST 2015 – JULY 2017

📍 Iowa City, IA

Creative Media & UX Designer – Active Endeavors

CREATIVE MEDIA & UX DESIGNER

- Crafted & designed a completely new website to serve as a catalyst for increasing sales & exposure in the community.
- Supported the growth and advancement of the company through developing fresh new marketing strategies to showcase merchandise as well as brands that we carried.
- Implemented new marketing campaigns in the local community as well as through our website.
- Executed marketing channel strategies including: web advertisement, print/display ad design, direct email contact, SEO, social media sites (Facebook, Instagram, & Twitter).

PRODUCT SPECIALIST

- Collaborated with co-workers & management to help grow sales in several product lines.
- Assisted in the daily operations.
- Continually improved my own product knowledge in multiple categories including: footwear, base layers, outerwear, travel, equipment and gear.
- Provided world class customer service and a positive purchasing experience for all customers.
- Knowledge of specific merchandise, intended purposes, & materials used.
- Personal experiences & field use of numerous products.



WORK EXPERIENCE

APRIL 2015 – JULY 2015 (NONPROFIT CAMPAIGN ENDED)

Charlotte, NC

Project Coordinator | Nonprofit Operations & Logistics – The High Hopes Challenge | Charity-Launch

// NONPROFIT 501(c)(3) OVERVIEW //

The High Hopes Challenge was summer-long quest to reach the highest elevation in all 50 states in an effort to raise money in building the first modern cancer center for the underserved of East Africa. Through our efforts, we began to spread social awareness that cancer is now the leading cause of death in Africa and is responsible for more deaths annually than HIV/AIDS, Malaria, and Tuberculosis combined.

PROJECT MANAGEMENT | OPERATIONS

- Managed multiple tasks and priorities | State-Highpoints, Clients, & Team
- Analyzed complex problems and suggested appropriate solutions.
- Assisted participants, staff & clients in pack and gear preparation.
- Supported and lead both participants and staff on multiple-day state highpoint ascents – over various technical terrains.
- Supervised trail/route selection and evaluation.
- Emphasized safety as a supreme concern for the benefit of those participating in The High Hopes Challenge

PROJECT MANAGEMENT | LOGISTICS

- Developed specific state travel itineraries.
- Maintained, tracked, and oversaw budget expenses | Operations & Clients.
- Demonstrated the ability to lead and manage.

CLIENT MANAGEMENT & OUTREACH

- Oversaw and coordinated client travel arrangements.
- Supported & educated clients and participants on gear preparation.
- Coordinated outreach to prospective clients & participants.
- Worked closely with established clients to build relationships and resolved issues or concerns.

AUGUST 2013 – MAY 2015

Iowa City, IA

Facility Supervisor | Fitness East – The University of Iowa | Recreational Services

// OVERVIEW //

Supervised the day-to-day facility management of Fitness East for the benefit of the university and local community.

FACILITY MANAGEMENT

- Accountable for all money transactions
- Maintained a safe and clean facility.
- Responsible for checking patrons into the facility, monitoring the fitness area and ensuring a safe environment for all.
- Demonstrated supreme customer service while also working cooperatively with fellow departments to make sure that all established goals of both the university and Recreational Services were being met.

SEPTEMBER 2013 – DECEMBER 2014 (INTERNSHIP ENDED)

Iowa City, IA

Marketing & Public Relations Coordinator – On The Road Bus Adventures

MARKETING

- Developed effective marketing strategies to increase the brand awareness of OTRBA.
- Through social media & marketing campaigns, created innovative concepts to enhance our website traffic flow and travel experience understanding.
- Organized market research.
- Exceeded our 2013 season booked travelers total for the 2014 season.
- Supported and helped pioneer the CEO's vision in launching a new travel adventure business concept in the United States.

PUBLIC RELATIONS

- Responsible for outreach including: direct emails, calls, and coordinating meetings with prospective and interested travelers.
- Conducted research & industry trends to increase our client base – domestic and international travelers.
- Assisted in the creation of press releases, social media content, & promotional materials.
- Maintained close and frequent contact with clients.

SEAN

PHILBRICK



AWARDS & ACHIEVEMENTS

- Iowa Parks and Recreation Association | 2014 Iowa ASA Scholarship Recipient
- California University of Pennsylvania & The University of Iowa | Academic Honors
- The University of Iowa Recreational Services | Employee of the Semester 2013 & 2014
- Boy Scouts of America | Eagle Scout



PROFESSIONAL ORGANIZATIONS

- Iowa Park and Recreation Association
- The University of Iowa Alumni Association



TRAINING, CERTIFICATIONS & SKILLS

- CPR, AED & First Aid Certified
- FranklinCovey Certified | The 7 Habits of Highly Effective People
- Marketing
 - Innovative Strategies
 - SEO Implementation
 - Copywriting
 - Social Media Campaigns
 - Digital Merchandising
 - Analytics
- Nonprofit
 - Itinerary Building
 - Budget Planning
 - Project Management
 - Partner Management
 - Event Planning
 - Visual Storytelling
- Design
 - Adobe Creative Suite
 - Web Development
 - Advertising
 - Logo Design
 - Rebranding
 - Print & Digital Signage
- Outdoors
 - Wilderness Medicine
 - Leadership
 - Public Speaking
 - Field Experience



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