

# Colton Rice

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## QUALIFICATIONS

Eight years of diverse real-world marketing experience in both digital and traditional marketing including but not limited to in-bound and out-bound lead generation, marketing program development, content creation, campaign planning and execution, data collection and analysis, and sales strategy and management across software, eCommerce, outdoor and travel industries and on multiple marketing channels.

## EMPLOYMENT

### **Marketing Manager, Quivers (software)**

**March 2019 - Present**

Responsible for inbound and outbound B2B marketing efforts for startup SAAS company Quivers. Grew Salesforce prospect database with relevant leads, taking a 14 yr old company with 9k contacts to 36k+ qualified contacts since hire date and playing a major role in 110%+ year over year revenue growth. Created a marketing program from the ground up, identifying necessary tools, hiring and managing a team of four, including sales development representative team and producer. Duties include but are not limited to campaign creation, email marketing and management, content creation of various media, copywriting, website optimization and management, social media management, event planning, management of sales development representative team, scripting, paid media, SEO, SEM, website optimization, direct mail, events, public relations, analytics, paid advertising, paid search and more.

### **Marketing Project Manager, R&R Partners (advertising)**

**December 2017-March 2019**

Marketing Project Management for accounts including Parents Empowered (Utah Dept of Alcoholic Beverage control), Slow the Flow (Governor's Water Conservation Team), Utah Motorcycle Safety (Utah Highway Safety). Responsible for fulfilling client goals by way of various marketing, advertising, and creative strategies. Overseeing the development of media assets from brainstorming and concepting through completion and installation. Assets to run in print, TV, Radio, Outdoor, and Digital Media. Managing several projects for several clients simultaneously, while hitting deadlines, and providing client profitability for the company. Managing client budgets ranging from \$400,000 to \$2m. In-depth cross-department coordination and relationship management.

### **Marketing Manager, Alta Ski Area (tourism)**

**September 2016–October 2017**

Responsible for planning, executing, and optimizing all summer and winter marketing campaigns for Alta Ski Area. Duties included managing Alta's official website, email, social media channels, content production, coordinating SEO/SEM and paid media strategy campaigns, and management of photographer/athlete/influencer team of 100+. Developed "Snow And" marketing campaign to create meaningful content and instituted on the website in a way that grew our email subscriber list. Greatly increased storytelling efforts which nearly doubled Facebook and

Instagram engagement. Took Facebook from 25k page likes to 36k page likes and grew Instagram followers organically by 10k in under a year.

**Account Manager, Tordrillo Mountain Lodge — Outside Media (outdoor and tourism)  
September 2016—May 2017**

Responsible for social media, email marketing, public relations, and content production. Planned and coordinated a sweepstakes and athlete trip with K2 sports to grow email database and increase engagement. Oversaw the creation of a brand video and its dissemination to the public. Inclusive media trip planned and executed to get exposure and content out new lodge renovations and 10<sup>th</sup> anniversary.

**Email Marketing Coordinator — Backcountry.com (eCommerce)  
Sept 2015—Sept 2016**

As a member of the Email Marketing Team, I planned, executed, and optimized email marketing campaigns for Competitive Cyclist and Backcountry.com. Responsibilities included planning and maintaining the promotional calendar, cross-department coordination for campaign assets, developing A/B tests, and reporting on channel results.

**Marketing Manager — Backcountry.com (eCommerce)  
Feb 2015—Apr 2015**

Drive strategy, planning, and analysis for all marketing channels and promotions on Steepandcheap.com, Chainlove.com, and Whiskeymilitia.com, including social media.

**Flash Sales Merchandiser—Backcountry.com (eCommerce)  
Aug 2013—Sept 2015**

Daily operations of Steepandcheap.com, Whiskeymilitia.com, and Chainlove.com.

**Account Manager—Zillow.com (real estate)  
Jun 2013-Aug 2013**

High-volume client management and lead generation. Utilizing SEO principles to increase Google page ranking.

**Marketing Intern—Keen Footwear (outdoor)  
Jun 2012-Aug 2012**

**EDUCATION**

WASHINGTON STATE UNIVERSITY

August 2009 – May 2013

*Bachelor of Arts, Marketing. GPA: 3.48*

- Washington State University President's Honor Roll 2012-2013
- Washington State University Marketing Club - President
- Mu Kappa Tau National Marketing Honor Society Member – Faculty Nominated
- Google certified: Advanced Analytics

**SKILLS**

Experience with a variety of marketing-related technologies, including but not limited to Facebook Business Manager; LinkedIn Ads, Adobe Marketing Cloud; Adobe Photoshop; Adobe Dreamweaver; Adobe Premier; JIRA; Photography/Videography; HTML; Salesforce.com; Outreach; Chorus; Microsoft Office; Microsoft Excel; Omniture, Oracle Business Intelligence; MyEmma; MailChimp; BlueHornet; Autopilot; Google Analytics; Google AdWords; Google Tag Manager; Asana; Google Suite.