

Kevin M. Basso

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CAREER SUMMARY:

Accomplished digital marketing professional with fifteen years experience focused on formulating and presenting unique solutions to exceed corporate initiatives. Previous clients include: GE, Wells Fargo, State of Arizona, Washington Mutual, Ford, Cushman & Wakefield, and Bosch. Strengths include leveraging the latest digital technology to drive leads and conversions through strategy and execution for Marketing with results. Key skills and/or activities include:

- Marketing project management: web content management for State of Arizona.
- Developed comprehensive email touch-point strategy for over 500,000 contacts.
- Developed database and web marketing strategy increasing sales by \$300,000.
- Developed a comprehensive Social Media strategy to leverage viral marketing to over 8,000 affiliates.
- Increased annual sales by 11% through aggressive SEO and orchestrated direct email campaigns.
- Expanded territory sales by systematically recovering former customers through data modeling.
- Online Marketing Portfolio – www.KevinBasso.com

PROFESSIONAL EXPERIENCE:

Arizona State Retirement System *Phoenix, AZ* December 2011 – Present

Electronic Communications Manager - Contractor

Develop and implement Drupal web content management system. Pitney Bowes Smart Connect Enterprise email drip campaign strategy for over 500,000 members. Monitor Google Analytics, tracking links and online statistics. Work within existing framework of online government regulations (GITA, FISMA). Contribute and take high-level direction from Web Steering Committee.

The Venue Scottsdale *Scottsdale, AZ* October 2010 – November 2011

Director of Marketing & IT - Contractor

Increased web generated sales by over \$300,000 in first 10 months. Increased sales by 10-55% per month over previous year. Responsible for developing and launching new web customer relationship management system, Salesforce.com and Caterease.com. Directed, scripted and launched new social media campaign featuring an online video tour. Setup and managed Google Analytics, Google Trends and Google Insights to monitor / adjust content prioritization and maintained first page web rankings. Developed and launched Facebook and LinkedIn social media strategies. Developed email touchpoint campaign strategy using VerticalResponse and ExactTarget.

DuCharme McMillen & Associates *Scottsdale, AZ* May 2010 – October 2010

Content Management Development - Contractor

Developed new website leads strategy incorporating WordPress platform for a complete web Content Management System (CMS).

Trivita *Scottsdale, AZ* April 2009 – April 2010

Online Marketing Manager

Managed four corporate websites and increased revenue through the use of new web commerce

techniques and online viral marketing tools. Managed the email marketing for several weekly and monthly email campaigns generating over \$80,000 per month in revenue. Responsibilities included strategy, project planning, timeline and execution of new marketing campaigns and the launch of new websites. Conducted trainings to affiliates on leveraging viral marketing through Facebook and Twitter to grow their businesses.

Computer Guidance Corporation *Scottsdale, AZ* August 2006 – April 2009
Marketing Manager

Computer Guidance is the industry-leading financial and project management software developer for the largest commercial construction contractors in North America. Responsibilities include branding and lead generation activities such as: direct mail/email campaigns, advertising placement/design, webcasts, SEO, trade shows, user conference and website. Increased annual sales by 11% through creative multi-touch marketing activities. Responsible for technical items such as Saleslogix administration, web and graphic design.

Trumpet, Inc. *Tempe, AZ* September 2004 – August 2006
Marketing Manager (contractor)

Trumpet, Inc. is a national technology solution provider and developer for the financial industry. On a nationwide basis, marketed the consulting services of Trumpet Inc. and Attach Plus software. Through effective targeting efforts, and aggressive marketing tactics, built a pipeline of anticipated new business exceeding \$420,000 in revenue. Clients include Fortune 500 financial firms such as Charles Schwab, ING, and Edward Jones.

Thomson Reuters / ePropertyTax *Scottsdale, AZ* March 2003 – September 2004
Marketing Manager

eProperty Tax is the largest property tax software firm in the United States. While at eProperty Tax, Developed and implemented the company's system for research and management of prospective clients. Conducted strategic direct marketing efforts on a nationwide basis through webcasts and trade shows. These efforts resulted in \$12-million in software and service revenue from accounts such as GE, Wells Fargo, Ford Motor Company and Washington Mutual. Company purchased.

4imprint Promotional Products *Oshkosh, WI* March 2002 – March 2003
E-Marketing Manager

4imprint is the world's largest promotional products catalog. As the E-Marketing Manager, I was responsible for the design, launch, management, and reporting of weekly corporate opt-in email promotions for Fortune 500 clients. Created marketing plans for website; including advertisements, product merchandising and banners. Setup search engine advertisements based on targeted search placement for entire product line. Increased the email database by 120,000 in first four months due to mining existing database and opt-in marketing. Increased customer retention by 14%, generating an additional \$350,000 in net sales.

Purcell Murray Company *San Francisco, CA* November 1997 – March 2002
Information Technology Manager, 1/00-3/02

Received promotion. Responsibilities included consultation, research, and management of the telecom, application servers, network, hardware and mobile devices. Directed the implementation of the telecom and data infrastructure for new downtown corporate office. Implemented territory management technology solutions which resulted in the ability to manage an increase of 300% in sales in three years. I received this promotion because of my project management experience, market vision and IT knowledge.

Assistant Marketing Manager, 12/97-1/00

I researched and supported Customer Relationship Management (CRM) rollout. I developed and administered company intranet, web pages, marketing department databases, and LAN. Designed layout of marketing materials for eight kitchen appliance lines. Trained company employees on CRM, Office®, Internet, and internal application solutions. Implemented sales force automation using Saleslogix and future strategies for e-commerce.

Heiser *Milwaukee, WI* March 1995 – November 1997

Marketing Analyst, 6/96-10/97

Received promotion. I led a direct marketing team for the largest auto dealer in Milwaukee, WI (sales grossing \$160-million). Created and distributed over 100 different direct mail programs – automated processes to cut yearly postage by 28%. I was also the database programmer and PC/Internet consultant.

Marketing Assistant, 3/95-5/96

Worked closely with Marketing Director and customer service team on direct mail pieces designed for customer analysis. I compiled and updated demographics in database.

EDUCATION

Concordia University *Milwaukee, WI* 1996
Bachelors Degree in Marketing

SOFTWARE SKILLS

Email Marketing	Google Analytics	Sugar CRM	Silverpop
Facebook	Notepad++	Dreamweaver	Omniture
Social Media	PB Smart Connect	Twitter Campaigns	ExactTarget
Photoshop	Salesforce.com	SalesLogix	WordPress
Pivot Tables	Drupal	Ubuntu	PowerPoint
HTML5	iContact	SEO	Webcasts