

ANTHONY D. VEROEVEN

6674 Windsor Ridge Lane, Windsor, WI 53598 | C: 608-217-7450 | tony@veroeven.com

Background, Objective

Highly motivated professional with an uncommon broad array of marketing skills. Fueled by experience, self-directed learning, positive attitude, and persistence, will strengthen company's brand, lead generation, and online presence as a leader on the marketing team.

Highlights

- Self-starter
- Rapport builder
- Exceptional Customer Service
- Collaborator
- Innovative
- Decisive
- Organized
- Experienced content marketer

Experience

Account Manager and Social Media Product Manager Omnipress

09/2006 to 03/2015
Madison, WI

- Managed portfolio of 40 association accounts totaling \$1.35M;
- Created and executed strategic marketing and sales plan to develop new market; resulted in 39% increase in annual portfolio revenue; Strong account management skills resulted in 97% retention rate of new and existing accounts
- Implemented, managed, and co-hosted podcast focusing on continuing education and professional development
- Co-Managed team to develop and launch SaaS Product geared for conference attendees. Led sales and marketing efforts which generated \$250,000 in revenue in first year.
- Developed and executed marketing plan to raise awareness of product through webinars, presentations, conference speaking opportunities, blogging, and social media outlets
- Co-Managed and fostered online community from zero to 1,000 members in one year

Key Accomplishment:

- Collaborated with staff, bloggers, and supplier partners to plan, create, and execute an impromptu "unconference" in 36 hours, after ASAE canceled its Tech Show when three feet of snow fell in February 2010 in Washington, DC

Sales Consultant and Marketing Coordinator Mitinet, Inc.

01/2001 to 05/2006
Madison, WI

- Marketed library data editing software and services to library directors in universities, K-12 school districts, library consortia, and state agencies
- Led company in new technique in demonstrating software and services using screen sharing software
- Created strategy to fill marketing pipeline by submitting to calls for presenters at conferences, then speak as subject matter expert on MARC databases and library cataloging. Increased lead generation by 25% each year

Key Accomplishment:

- Increased customer support subscriptions 45% in two years by initiating and leading a 25-person outbound call center; conducting user group meetings

Sales Manager & Senior Account Manager
BOSS International

1/1996 to 01/2001 and 05/2006 to 09/2006
Middleton, WI

- Trained, supervised, mentored account managers to sell high tech engineering software to engineers, hydrogeologists, master planners
- 95% of revenue originated from prospecting

Key Accomplishment:

- Consistently achieved highest close rate of all account managers

Education

Bachelor of Business Administration: Marketing

2014

Edgewood College

Madison, WI

Graduated Summa Cum Laude

Certificate

2012

Sander Sales Institute

Madison, WI

Spanish

Mankato State University

Mankato, MN

Attended 1991-1993

Skills

-
- Extensive knowledge of online and print publishing, MS-Office, Joomla, Wordpress, social media marketing, traditional marketing; audio/video production and editing
 - Experience with blogger outreach, brand awareness, public relations and event planning; excellent writing and presentation skills
 - Quick study on any software, customer relationship management (CRM) system, or software as a service (SaaS)
 - Working knowledge of marketing automation software, Adobe CS, HTML, CSS, web design/maintenance, search engine optimization, Google Analytics, PHP, and SQL

Volunteer Work

Social Media Specialist, Sponsorship Coordinator
American Marketing Association, Madison Chapter

11/2014 to Current
Madison, WI

- Volunteered as LinkedIn Group manager on communications committee. Reviewed and scored 2014 AIM Awards for the Columbus AMA Chapter as a panel judge
- Arranged in-kind sponsorship with new supplier for AMA Madison's 2015 Annual Conference valued at \$1,000. Received immediate recommendation and kudos from AMA Madison Board President
- After two months of volunteer work, was invited by several directors to join the board

Pack Committee Chair, Cubmaster
Windsor Cub Scout Pack 155

09/2013 to Current
Windsor, WI

- Stabilized public relations issues with parents, area school district, and community leaders
- Created public relations strategy and developed relationship with local newspaper to elevate and improve profile of Pack 155
- Created strategy to improve communications with 40 families, including email automation and social media
- Created and coordinated two simultaneous marketing plans: Fall member recruitment and Fall popcorn marketing and sales campaign
- Recruitment efforts increased 2014 membership by 15%
- Oversaw a 15% increase in net income in each of the last two years