

## Contact

24117 East Maxwell Ave  
Liberty Lake, WA 99019  
509.230.2978 (Mobile)  
eagne22@gmail.com

[www.linkedin.com/in/ericagne22](http://www.linkedin.com/in/ericagne22)  
(LinkedIn)  
[ignitium.com](http://ignitium.com) (Company)

## Top Skills

Leadership  
Process Improvement  
Team Leadership

## Certifications

ABM Certification: Foundations  
Demandbase Solutions Certification:  
Foundations

## Honors-Awards

MBA Student of the Year 2010-2011  
1st Place - Creating New Ventures  
Business Case Competition  
Faculty Member of the Year 2014 -  
2015

# Eric Agnew

Senior Director of Revenue Operations at Ignitium: Ignitium: ABX  
Orchestration Agency  
Liberty Lake

## Summary

Passionate about helping B2B companies succeed through Account-Based Marketing.

---

## Experience

Ignitium: ABX Orchestration  
3 years 4 months

Senior Director of Revenue Operations  
May 2020 - Present (1 year 4 months)  
Spokane, Washington, United States

I oversee Revenue Ops at Ignitium, and am responsible for Sales, Marketing, and Customer Success.

Director of Account Based Marketing  
May 2018 - May 2020 (2 years 1 month)  
Spokane, Washington

Account-Based Marketing is an effective B2B marketing strategy that delivers the highest ROI for technology and SaaS businesses who have complex solutions, lengthy sales cycles and an annual contract value of \$10k to \$100 million. With so much noise in the market around ABM tech and strategy, you need a partner who can guide your team step-by-step to do ABM successfully at scale within your startup or enterprise.

As the leading pure-play ABM agency with experience in helping customers win 6-8 figure enterprise deals using our ABM blueprint, Ignitium can help you launch and scale your account-based efforts to drive measurable results from your target accounts and market segments. Everything we do is from an account-based lens which can be your competitive advantage. While your competitors are using multiple non-ABM optimized agencies, you understand that ABM must be a company-wide initiative and all parties aligned to achieve market-leading results.

Gonzaga University

## Adjunct Professor of Marketing - MBA Program

October 2013 - May 2021 (7 years 8 months)

Spokane, Washington Area

I created and led the first marketing courses focused on using Social Media for Business and Content Marketing at the Gonzaga University Graduate School of Business. These classes are a hands-on interactive approach applying the explosive growth of digital media to business marketing practices including: marketing methodology (shift from Outbound to Inbound Marketing), how we generate sales leads, customer support interactions, consumer expectations and engagement, corporate transparency and brand image.

## Itron, Inc

16 years

### Sr. Service Business Manager

May 2008 - April 2018 (10 years)

Liberty Lake, WA

As Itron's Service Business Manager, it was my honor to ensure our customers are receiving world-class service, while also growing a highly profitable business. My areas of responsibility include:

- Growing over \$135M in high margin recurring annual service revenue Hardware, Software, Managed Services and SaaS solutions
- Product Team activities from Development and MOL activities through to End of Support
- Oversight of hardware repair services, depot performance and costs
- Customer Call Center Sr. Management Team
- Team Leadership, Management & Coaching
- Implementation team for Salesforce.com CRM
- Creation of a global RMA system for product returns processing and tracking
- Global Process Owner for Service Contracts & Installed Base during Oracle ERP implementation
- Quality Improvement and Cost Reduction Efforts

### Support Systems Analyst I and II

May 2002 - May 2008 (6 years 1 month)

Technical Support

Implementation

Customer Systems Training

Focus Account management

Siebel Call Center and Cisco IP Phone Conversion projects

## Dijital

Founder & Principal

March 2015 - December 2016 (1 year 10 months)

Spokane, Washington Area

I founded Dijital to help customers stand out from the crowd! We worked together with clients to help their personality and their voice shine through in their branding and marketing. From brand development, print and website design, to social media marketing and digital ad management, we helped our customers to be "digitally different."

## Gigmo

Founder & CEO

September 2011 - April 2014 (2 years 8 months)

Liberty Lake, WA

Confident that music makes everything better, we sought out to create an online marketplace where musicians and event planners could connect. We wanted to help great local talent find opportunity to let their talent show while bringing musical life to events in their area. Fusing Music & Opportunity. My co-founder and I grew our team through participation on a Startup Weekend Spokane event. While our product never went into full Production, the team put in a tremendous amount of good work before we refocused our efforts elsewhere. It was an honor to lead this team of truly talented professionals.

---

## Education

Gonzaga University Graduate School of Business

Masters of Business Administration (MBA), Business · (2007 - 2011)

Leadership Spokane

Servant Leadership · (2013 - 2014)

Eugene Bible College

Bachelors of Science · (1996 - 2000)

## Contact

502 E. Boone Ave, Spokane WA  
99258  
509-313-7047 (Work)  
billings.broadcaster@gmail.  
com

[www.linkedin.com/in/jon-billings-  
mba-b81b3b28](http://www.linkedin.com/in/jon-billings-mba-b81b3b28) (LinkedIn)  
[www.gonzaga.edu/mba](http://www.gonzaga.edu/mba) (Company)  
[www.soundersfc.com/media-  
library/videos/features/2012/09-  
september/120909-reserve-  
highlights-vs-chivas-usa.aspx](http://www.soundersfc.com/media-<br/>library/videos/features/2012/09-<br/>september/120909-reserve-<br/>highlights-vs-chivas-usa.aspx)  
(Portfolio)

## Top Skills

Press Releases

Broadcast

Media Relations

## Languages

English (Native or Bilingual)

Spanish (Professional Working)

## Certifications

Action Selling

## Honors-Awards

2013 Executive of the Year

## Publications

Sounders Women 0 - 1 Oregon  
State (RECAP)

MLS Soccer - Contract Writer

# Jon Billings, MBA

Director - Graduate Enrollment Management at Gonzaga University  
Spokane

## Summary

Jon Billings is a versatile colleague with 15 years of management, communications, & marketing experience, obtained in sports management and university enrollment management. He's accrued a uniquely diverse skill-set including management, marketing, operations, partnership sales, broadcasting, and more. His current role is Director of Graduate Enrollment Management at Gonzaga University. He steered the establishment of this new division at Gonzaga.

### ACCOLAIDS:

\* Oversaw MBA program enrollment to over 1000 credits for Fall-2020 (1st semester over 1000 in 15 yrs)

\*\* Increased School of Leadership profits by \$1.53 million (2019 - compared to hired year; 2017)

\*\*\* Improved graduate accounting credits by 44% and MBA credits by 36%, in 2 years

\*\*\*\* 2013 United Soccer Leagues' Executive of the Year & 2012 Franchise of the Year (W-League)

---

## Experience

### Gonzaga University

6 years 9 months

#### Director - Graduate Enrollment Management

June 2019 - Present (2 years 3 months)

Spokane, Washington Area

- Established, structured, hired, and optimized new GEM department
- Oversee marketing, recruiting, student services, industry & program research, and all enrollment supporting programs for Gonzaga's graduate programs
- Oversee recruitment and retention for 2033 enrolled students, across 28 programs
- o Increased enrolled students by 156 in first full year as GEM Director ('18-'20)

- \$30.5 Million generated in 2020 (despite COVID-19) by GEM for grad program tuition
- o Increased grad enrollment by \$685,000 in Spring 2021, despite pandemic
- GEM configured, built, and launched enterprise CRM, in partnership with GU IT & Anthology

#### Managing Director - Virtual Campus

September 2017 - June 2019 (1 year 10 months)

Spokane, Washington Area

Manage marketing, recruiting, student services, and production departments for online programs at Gonzaga University

#### Marketing & Recruiting Specialist - Graduate School of Business

December 2014 - September 2017 (2 years 10 months)

Spokane, Washington Area

\* Increased Gonzaga Graduate Business programs' student enrollment each semester

\*\* Improved graduate accounting credits by 44% and MBA credits by 36% since arrival

- Increased program enrollment by 39% in 2 years

o 10% increase in program enrollment in first 8 months (Fall 2015)

o 35% increase from previous 2014-2016 Fall term (1st full year at GU)

o Increased revenue by \$1,186,895 in first 2 years

\*All growth in student numbers was despite an increase in tuition cost

-Manage marketing plans for all Graduate School of Business programs

-Oversee advertising design, planning, and implementation

-Lead recruiting & admissions efforts for prospective students

#### Gonzaga Hoops Tip-Off Show

Creator & Host

August 2013 - July 2015 (2 years)

The Gonzaga Hoops Tip-Off Show is a live radio show on KIXI 880AM in Seattle/Tacoma. The 30 minute pre-game show is hosted at the Ballard Loft for each Thursday night GU game.

Fans who come to the Ballard Loft (sports bar) for the games will get special food and drink specials, win special prizes, meet special guests, and watch the live recording for the show!

Stick around after the show to watch the game on multiple TVs at The Loft!

Radio: KIXI 880AM - KIXI.com

Viewing Party: Ballard Loft - 5105 Ballard Ave NW Seattle, WA 98107  
(206) 420-2737

### Seattle Sounders FC

Play by Play Announcer

March 2012 - November 2014 (2 years 9 months)

I've served as Play by Play Announcer for Sounders FC exhibition and reserve matches for SoundersFC.com

### Sounders Women & Sounders FC U-23

Executive Director

February 2009 - November 2014 (5 years 10 months)

Jon Billings is responsible for financial and business operations, sales and marketing, sponsorship, and administration of the Seattle Sounders Women and Sounders FC U-23. Billings serves as a Sounders Women and U-23 representative on all USL matters and USL Annual General Meetings in Tampa, Florida. . He will also continue as the club's Director of Communications and Play by Play Broadcaster for radio and video

Over this time, he has increased sales by 225% in his 1st year as Executive Director of the Sounders Women & Sounders U-23, managed staff, marketed the clubs (league's highest attendance for 3 years), operated budgets (reduced '12-'13 costs by over \$200,000), and conducted press communications ('12 & '13 USL Communications, Marketing, & Broadcasts Awards).

In 2013 this effort paid off when I won the United Soccer Leagues Executive of the Year award as Executive Director for the Seattle Sounders Women and Sounders FC U-23. I guided our club to over \$400,000 in revenue during 2012 season as well, managing a tiny staff of mostly interns and part-time help, while showing fans a product akin to a major league organization.

### Portland Timbers

Radio Broadcaster

October 2013 - May 2014 (8 months)

Play by Play broadcaster for Portland Timbers matches on AM 750 The Game. Calling various MLS matches for the Timbers as they close the regular season. Also called multiple preseason and reserve team games for PortlandTimbers.com via web-stream.

## Pioneer Sports

Play by Play

2013 - 2013 (less than a year)

Jon announces football, basketball, and other sports for Pioneer Sports on the radio.

## Tacoma Stars

Video Host & Producer

October 2011 - February 2012 (5 months)

Tacoma, WA

I produce and host weekly updates for Tacoma Stars promotions. The videos can be seen on TacomaStars.com as well as facebook, youtube, and other marketing media.

## Tacoma Tide Football Club / Seattle Sounders Women

General Manager

January 2009 - January 2012 (3 years 1 month)

## Tacoma Tide Sports Club

play by play / General Manager

April 2007 - January 2012 (4 years 10 months)

Play by Play announcer for TV coverage of games. Available on Comcast On Demand. I have conducted team's promotions, marketing, media relations, & website affairs for the Tacoma Tide as well as the Seattle Sounders Women.

## Major League Soccer

Contract Sports Writer

2012 - 2012 (less than a year)

I work as a contract writer for Major League Soccer including recap and feature articles on MLSsoccer.com.

## Fox Soccer Channel

TV Announcer

August 2009 - September 2011 (2 years 2 months)

United States

Over the last 3 years I have been a commentator on Fox Soccer Channel for multiple USL matches including sideline reporter for the 2010 USL-1 National Championship, and color commentator for multiple PDL and USL-2 Championship matches.

## MVP Physical Therapy

Marketing Manager

April 2007 - September 2011 (4 years 6 months)

## Seattle Sounders Women

4 years

Director of Communications & Broadcasts

March 2007 - February 2011 (4 years)

Jon manages all team communications including website content, press releases, social media, and team media appearances. He is also the Director of Broadcasts. This includes TV, Radio, and Web video and match broadcasts.

Jon is also the Voice of the Sounders Women - the team's play by play announcer for all broadcasts.

Director of Communications & Broadcasts

March 2007 - February 2011 (4 years)

Tacoma, WA

Jon manages all team communications including website content, press releases, social media, and team media appearances. He is also the Director of Broadcasts. This includes TV, Radio, and Web video and match broadcasts.

Jon is also the Voice of the Sounders U-23 - the team's play by play announcer for all broadcasts.

## Gametapes

Host, Reporter, Announcer, Producer

August 2006 - March 2007 (8 months)

Hosted weekly shows and announced over 100 football, basketball, and volleyball games for the Varsity Sports, on Comcast On Demand.

---

## Education

Gonzaga University Graduate School of Business

Master of Business Administration (MBA) · (2015 - 2017)

Gonzaga University

Bachelors of Arts & Sciences, Broadcast Communications · (2002 - 2006)

Timberline High School

· (1998 - 2002)

## Contact

jeffbunch@me.com

[www.linkedin.com/in/jeffbunch](http://www.linkedin.com/in/jeffbunch)  
(LinkedIn)

## Top Skills

Social Media

Blogging

Multimedia

## Languages

English

## Honors-Awards

Honorable Mention Award

2013 SABRE finalist, Social Media/  
Social Networking Campaign

# Jeff Bunch (he/his/him)

Director of Integrated Marketing and Communications | Urbana -  
InterVarsity Christian Fellowship USA  
Spokane-Coeur d'Alene Area

## Summary

Experienced servant leader and adjunct faculty with expertise in Integrated Marketing, Communications and Public Relations strategies for higher education, nonprofit, B2B/B2C businesses.

---

## Experience

### InterVarsity Christian Fellowship/USA

Director of Integrated Marketing and Communications | Urbana -  
InterVarsity

March 2021 - Present (6 months)

Spokane, Washington, United States

Serve as member of the Urbana Leadership Core team. Set, communicate and maintain project timelines and manage shifting priorities. Ensure communications comply with brand design standards, tell meaningful stories, drive increased engagement and/or contribute to excellent audience experiences. Ensure adherence to brand voice and messaging matrices. Identify and incorporate objective metrics and ROI measures across marketing communications materials, programs, and campaigns. Direct the activities of internal designers and outside service partners (photographers, writers, and printers). Also responsible for Fund Development and Public Relations.

### Gonzaga University

5 years 8 months

#### Quarterly Faculty

June 2018 - Present (3 years 3 months)

Spokane, Washington Area

Adjunct Faculty, Masters of Communication Leadership Studies (COML) program, teaching online offering in Digital Media Analysis (integrated web, social media, email and public relations). Also teach undergraduate Content Marketing class.

#### Web Content Strategist

January 2016 - February 2021 (5 years 2 months)

## Spokane, Washington Area

Content Strategist, writer, Google Analytics and SEO lead for Gonzaga's website, as part of Marketing and Communications team, collaborating with stakeholders across the University and external partners on multimedia, multiplatform communication strategies (web, social, video, podcasts). Writer for Gonzaga Magazine. Core member of University Storyteller, Emergency Communications (ZagAlert) teams. Writer, strategic communications support on key initiatives, including UWSOM-GU Regional Health Partnership, Alumni storytelling, and place-based community efforts. Core team member on website redesign projects on Sitecore platform. Former Marketing & Communications Committee Chair, Staff Assembly.

## Eastern Washington University

7 years 1 month

### Quarterly Faculty

September 2015 - Present (6 years)

Cheney, Washington

Teach in Journalism program, including JRNM 100/400, Media Writing and Multimedia Journalism. Director/advisor to school's student news operation, The Easterner newspaper and Easterner Online.

### Content Writer

August 2014 - January 2016 (1 year 6 months)

Spokane, Washington Area

Former contributing writer and editor for Marketing & Communications team, including Eastern's award-winning alumni magazine and editor of Eastern 24/7 website, supporting university in all communications, multimedia and multiplatform campaigns; strategy/execution of web platforms, e-mail marketing, public relations, photography, social media, video.

## Self Employed

### Digital Consultant

March 2011 - January 2016 (4 years 11 months)

Spokane, WA

Branding, Digital, Social Media, Content, SEO, Analytics and Marketing Strategy. I consult with innovative, industry leading B2B and B2C companies and non-profit organizations in a variety of sectors, including: hospitality, healthcare, CPG, natural products, entertainment, education, sports technology, social services and tech start-ups. I've provided advice, product strategy consultation and feedback to Pacific Northwest startups Little Bird

(social influence), Vonsor (video platform), Crowdsell (social crowdfunding), Viirt (B2C platform) and Venuetize (Sport Venue Tech). Leader in the fields of Vibrant Data, Vendor Relationship Management (VRM), and related projects.  
<http://jeffreyrbunch.com>

## Clark College

### Adjunct Instructor

January 2010 - August 2014 (4 years 8 months)

Portland, Oregon Area

Adjunct Professor for Clark College in Journalism and Computer Technology programs in Vancouver, WA, teaching Multimedia News (JOUR 111) and CTEC 105; longtime guest lecturer; member of student newspaper advisory committee.

## Factors Group of Companies

### Marketing Consultant

November 2013 - June 2014 (8 months)

vancouver, british columbia

Worked alongside executives and in-house team that developed/implemented integrated Digital Marketing Strategies for vitamin and natural supplements industry CPG leader in North America. Developed engagement strategies for legacy brands, as well as launch & growth strategies for new product lines (Natural Factors, Webber Naturals, PGX, Treehouse Vitamins, Whole Earth & Sea).

## HealthSparq

### Marketing Consultant

June 2013 - December 2013 (7 months)

Portland, Oregon Area

Worked with Marketing Director and Executive team on all aspects of Web Strategy, Social Media, email marketing, event marketing, lead generation, webinars, thought leadership, blogs, product marketing, PR and Analytics for healthcare startup. Also worked with parent company Cambia Health Solutions on organization-wide Social Media initiatives, including enterprise social media software RFP process. Coordinated initiatives with internal stakeholders and key vendors.

## LANE

### Senior Digital Strategist

March 2012 - May 2013 (1 year 3 months)

Portland, Oregon Area

Integrated PR, Branding, Content & Digital Strategy. Serve as Digital Practice lead for integrated account teams and business development group while helping to build out agency's digital unit. Integrate branding, public relations and digital media through innovative solutions for national B2B and B2C clients in technology, hospitality, financial services, food/beverage, and consumer goods. Clients included: Heathman Hotel Portland, Cupcake Vineyards, Sterling Bank, Music & Arts, One Degree Organics.

## Washington State University

### Adjunct Faculty

August 2010 - June 2012 (1 year 11 months)

Portland, Oregon Area

Adjunct Faculty Member, Washington State University Vancouver, in the Creative Media & Digital Culture Program (CMDC) academic program, home of the Bachelor of Arts in Digital Technology and Culture (DTC). The CMDC program integrates critical thinking, creativity, and computing skills with course work in the Arts, Humanities, Social Sciences, MIS, and Computer Science to offer a broad-based, interdisciplinary degree that prepares students for a culturally-diverse, technologically-complex 21st century.

## Northwest Natural Products

### Digital Marketing Manager

October 2011 - March 2012 (6 months)

Digital Marketing Manager for Northwest Natural Products, makers of Vitafusion, L'il Critters and Accuflora, a family of leading brands in the B2C vitamin/supplement consumer packaged goods (CPG) space. Manage digital team; strategy/execution of social media, online advertising, and content marketing, including blogger outreach, working with President, Brand Directors, Brand Managers, and Marketing/Creative teams; external communications and public relations.

## The Oregonian

### Correspondent, Personal Technology and Social Media

September 2011 - February 2012 (6 months)

I contribute consumer-focused personal technology and social media content for the Living section of The Oregonian and OregonLive.com <http://www.oregonlive.com/living>. The Oregonian is the major daily newspaper in Portland and is one of the largest in the nation. It is owned by Advance Publications.

## OakTree Digital

### Digital Strategist/Project Manager

June 2011 - August 2011 (3 months)

Digital Strategist/Project Manager at full-service interactive agency: Social Media, web strategy, e-mail, project management in Portland, Ore. Supported all phases of operation as Project Manager, from sales cycle (prospect development, proposals/SOWs) to project life cycle (creation, management of project schedules). Also built new line of business for digital strategy unit, including social media, e-mail marketing, Web site optimization. Worked on company's re-branding efforts and managed social media presences (Twitter, Facebook, LinkedIn, YouTube). Worked on content management systems (Drupal, Sitefinity), content strategy, blogging, e-marketing and e-mail marketing strategy (ExactTarget, Emma).

## US Digital/USD Media

### Digital Strategist

October 2010 - March 2011 (6 months)

Served as lead in-house consultant to sales and business development team for multi-million dollar high-tech manufacturer US Digital in its digital marketing efforts, including channel strategy, social media, multimedia content, and SEO/SEM. Also launched USD Media - a not-for-profit community journalism initiative for Southwest Washington. Hired and managed team of nine multimedia members in areas of: Web, and audio/video, with tight social media integration, including crowd-sourced efforts at telling positive, in-depth stories. We first launched a community blogger initiative for Southwest Washington, with the long-term goal of connecting the region through a digital network of common geographic and subject matter interests. Under my leadership, selected and executed on an open-source platform (Drupal) and began an outreach initiative to support long-term goals.

## The Columbian

### Web Editor/Digital Strategist

October 2007 - October 2010 (3 years 1 month)

Responsible for day-to-day operations of Web content for newsroom of 30-plus employees and member of executive-level team responsible for long-term company-wide digital strategy. Member of project teams which selected, implemented newsroom software systems and online content management systems (CMS) on two different occasions. Each launch involved vendor selection, RFP process, project management, revamping workflows, training staff newsroom-wide, and planning of print-to-Web workflows. Working with

Publisher, created interdepartmental Web Strategy Group for digital initiatives and also sit as member of Web Tactical Group responsible for executing on key initiatives. Responsible for company's social media platforms (Twitter, Facebook, e-mail, e-newsletters), new product development and marketing, SEO/SEM, and mobile. Newsroom lead on Web analytics/optimization using Google Analytics, Omniture, and other open-source audience analysis tools. Member of interdepartmental teams responsible for key initiatives at company, including branding and marketing of products (differentiation/coordination of print and digital). Identified, executed and managed new partnerships for company with other media outlets, technology partners, and top-tier vendors, including eROI (e-mail campaigns, e-marketing) and Anvil Media (SEO/SEM) of Portland. In three years as Web Editor, pageviews and visits on site doubled. Unique visits and time on site also increased significantly. Helped to draft strategy and plan for launching hyperlocal and community-based pages. Co-creator and strategist of online/in-person innovation community Innovate Clark County ([www.columbian.com/innovate](http://www.columbian.com/innovate)).

## The Spokesman-Review

Web Content Coordinator/Writer/Editor/Multimedia Producer

March 2003 - October 2007 (4 years 8 months)

Spokane, Washington Area

Worked as longtime writer and editor before moving to Web team.

Responsible for all newsroom aspects of Web site on daily basis, including lead on blogging initiatives and Web analytics using Google Analytics. Helped to conceive, execute on special multi-platform projects "Cold Case," "Voices of War," and 2007 U.S. Figure Skating Championships multimedia microsite. Multi-tasked on daily basis between writing/editing content, shooting/producing video on deadline.

---

## Education

### Higher Ed Experts

Certificate in Content Analytics for Higher Ed, Higher Education/Higher Education Administration · (2019 - 2019)

### Gonzaga University School of Law

Doctor of Law - JD, Law · (1988 - 1992)

### Eastern Washington University

Bachelor of Arts - BA, Journalism · (1981 - 1985)



## Contact

mkelsey10@gmail.com

[www.linkedin.com/in/mikekelsey](http://www.linkedin.com/in/mikekelsey)  
(LinkedIn)

[alliantbenefits.com/](http://alliantbenefits.com/) (Company)

## Top Skills

Public Speaking

Event Planning

Non-profits

## Certifications

Retirement Plans Associate (RPA)  
U.S.

CEBS®-Compliant U.S. 2022

Certified Employee Benefit  
Specialist® (CEBS) U.S.

Group Benefits Associate (GBA)

## Honors-Awards

National Webby Winner -  
Professional Services

Effie Award Winner - Entertainment  
& Sports

National Silver Addy Award - Digital  
Advertising Campaign

Regional Gold Addy Award - Digital  
Advertising Campaign

Local Gold Addy Award - Digital  
Advertising Campaign

# Mike Kelsey, CEBS

MBA, GBA, RPA, CEBS Compliant - Helping HR, Finance, and Employee Benefits teams implement creative solutions for their staff.  
Spokane-Coeur d'Alene Area

## Summary

Our Alliant mission: Treat clients as partners, provide outstanding customer service and offer a range of competitively priced, quality products. They're the same principles that have guided our company since 1947 and will continue to drive us into the future.

I found my way into the benefits industry through the advice and insight of several leaders that I trusted. The move has been rewarding, to say the least! I've enjoyed meeting each challenge with a team-oriented solution. It's a privilege to sit next to our clients and their leadership teams as we teach them about their benefits plans and help them discover new ways to reward and retain their valuable staff.

---

## Experience

Alliant Employee Benefits - Spokane  
Employee Benefits Consulting  
July 2017 - Present (4 years 2 months)  
Spokane, Washington Area

- Fosters and manages the overall relationship with clients ensuring retention of business and high satisfaction
- Reviews client team's RFPs
- Selects markets for solicitation
- Analyzes market proposals for verification of benefits, premiums, and competitiveness
- Meets with clients for pre-renewal strategy, proposal delivery, and explanation
- Conducts client open enrollment meetings and answers questions regarding benefit coverage
- Negotiates with markets for benefits premium concessions
- Ensures that client team handles client benefit inquiries and manages the team to effectively service clients

- Resolves escalated service issues
- Reacts, processes, and follows up on new business

## Gonzaga University

Adjunct Professor of Marketing - Consumer Behavior + Marketing Communications

January 2016 - Present (5 years 8 months)

Spokane, WA

- Create course material and present weekly.
- Evaluate student performance throughout the semester ensuring learning objectives are being achieved.
- Provide support for students outside of the classroom taking care to make sure they understand and are learning material.

## Jakāva

VP of Production

February 2016 - July 2017 (1 year 6 months)

Spokane, Washington Area

- Led new business development efforts and objectives
- Maintained ongoing client and partner relationships
- Managed incoming and ongoing production scopes, schedules, and budgets
- Assisted with company operations, goal setting, and direction

## 14Four

Digital Producer & Internship Director

November 2012 - February 2016 (3 years 4 months)

- Produced over 150 projects that include clients such as Pepsi, Starbucks, Coca-Cola, Nike, AT&T, Disney, and Frito Lay.
- Generated and managed project scopes and schedules.
- Managed all aspects of projects throughout their life cycle.
- Simultaneously managed internal project details and external client relationships.
- Continuously built strong client relationships.
- Assisted with business development and winning sales for the company in assigned regions.
- Created, directed and managed the 14Four Internship Program.

## Gonzaga University

2 years 5 months

Assistant Director Alumni Relations

September 2011 - November 2012 (1 year 3 months)

- Managed nine of Gonzaga's thirty-three chapters across the United States as the liaison between Chapter Leadership and University Leadership.
- Planned, coordinated, and executed multiple programs and events simultaneously for the Gonzaga Chapter Program in locations across the United States.
- Maintained relationships with alumni, parents, students, and friends of the University who have an interest in giving to the University in terms of time, talent, and financially; as well as helped them coordinate the best way to contribute those gifts.
- Built and advanced current strategies used to steward graduating students to alumni status, while sustaining a positive relationship with the University.

#### Financial Aid Counselor

July 2010 - September 2011 (1 year 3 months)

- Used customer relationship skills to maintain trust and confidence from parents and students in the University's enrollment management and financial aid policies.
- Assisted students and families through the complexities of the federal, state, and Gonzaga financial aid systems by simplifying the process in to comprehensible points.
- Quickly learned the policies and processes of the federal, state, and University financial aid systems from little to zero knowledge when starting.

#### Gonzaga University

##### Student Body President

May 2009 - May 2010 (1 year 1 month)

- Appointed and managed a group of 20 student representatives who served the student body association with varying degrees of involvement.
- Represented the voice of the Gonzaga Student Body on various councils and committees including reports to the University Regents and Trustees, and committee to hire the new Academic Vice President.
- Created the "Gonzaga Wellness Program" encouraging students to develop healthy habits of mind, body, and spirit in their everyday life.
- Formed "Team Gonzaga" for 2010 Bloomsday raising money for the Union Gospel Mission.

---

## Education

#### Gonzaga University

Master's of Business Administration · (2010 - 2012)

Gonzaga University

Bachelor's, Business Administration: Finance, Marketing · (2006 - 2010)

## Contact

30 East Sprague  
Suite C  
Spokane, WA 99202  
(509) 624-9339 (Work)  
scott@scottgraphics.net

[www.linkedin.com/in/scott-kneeshaw-5977057](http://www.linkedin.com/in/scott-kneeshaw-5977057) (LinkedIn)  
[scottgraphics.net](http://scottgraphics.net) (Company)

## Top Skills

Graphic Design

Web Design

Logo Design

# Scott Kneeshaw

Principal/ScottGraphics, Inc. Design Firm  
Medical Lake

## Summary

Graphic designer, specializing in all forms of visual communication for advertising, marketing and business promotion. Over 30 years of combined experience working as a designer/art director for an advertising firm and in our own business which was started in 1990.

As a small firm, our goal is to provide high level design services at reasonable pricing to enable our clients' businesses to grow—if we help our clients to succeed, our success follows naturally.

Specialties: Print design, logo design and branding, collateral materials, advertising campaigns, website design and production, project and team management

---

## Experience

Gonzaga University  
Adjunct Professor/Graphic Design  
2006 - Present (15 years)

Instructing students in graphic design - design elements, color, layout, concepts, digital imagery, etc. - all utilizing the latest in design software.

ScottGraphics  
Owner  
1995 - Present (26 years)

I work with businesses, assisting with their marketing efforts, providing design services for every area of visual communication. Graphic design for advertising, branding, websites, print, social media are a few of the areas I specialize in.

Robideaux and Associates  
Graphic Designer  
January 1987 - May 1995 (8 years 5 months)

Art direction and design for marketing and advertising campaigns.

---

## Education

Spokane Falls Community College  
Associate's Degree · (1976 - 1980)

Shadle Park High School  
· (1972 - 1975)

## Contact

[www.linkedin.com/in/jacobmannan](http://www.linkedin.com/in/jacobmannan)  
(LinkedIn)  
[www.salesforce.com/](http://www.salesforce.com/) (Company)

## Top Skills

Sales  
CRM  
Lead Generation

## Certifications

Salesforce Certified Sales Cloud Consultant  
Salesforce.com Certified Force.com Developer  
Salesforce.com Certified Administrator  
Salesforce.com Certified Service Cloud Consultant  
Salesforce.com Certified Advanced Administrator

# Jacob Mannan

Senior Principal Customer Success Manager, Adjunct Instructor,  
MBA Graduate.  
Spokane

## Summary

I am currently a senior principal customer success manager for one of the most innovative technology companies in the world, an adjunct instructor of marketing, a graduate student of entrepreneurship, a volunteer advisor for a local non-profit, and a marketing operations consultant for small businesses. While I am capable of performing many tasks proficiently, there are a few I am inspired to pursue out of passion. For instance, I love to bring creativity in a moment of constraint, to carry a measure of calm in all the chaos and inspire others to act in the confidence I work hard to provide. My job is to make my clients successful, my calling is to serve my community, and my conviction is to do it ethically in my own unique way.

---

## Experience

### Salesforce

11 years 5 months

#### Enablement Product Senior Manager

March 2020 - Present (1 year 6 months)

Spokane Valley, Washington, United States

#### Senior Principal Success Manager

March 2018 - February 2020 (2 years)

Spokane, Washington Area

- >Facilitate high impact, cloud-specific engagements targeted at all levels of an organization (C-level, VP, Mid-Level Management and Project Team) to drive stronger adoption and transform organizations.
- >Serve as an industry visionary to promote innovation and operational excellence support long-term business goals.
- >Partner with account teams to understand and track the barriers to adoption and develop functional and programmatic solutions.
- >Promote customer stories and schedule sessions with various cross-functional teams such as Product Management, Customer Success, Sales

Engineering, Sales, Alliances, Marketing and Development to replicate and scale our success.

- >Participate in internal strategic initiatives to grow the Specialist practice, serving as an active contributor to the practice knowledge and resource base by identifying existing expertise and enriching technical and non-technical Salesforce.com, customer and partner colleagues.

- >Participate in pre-sales and post-sales customer engagements that drive toward customer success and renewal.

- >Provide senior leadership while driving business and technical requirements discussions while understanding the customer implementation issues as to provide best practice recommendations to tactical resolution.

- >Lead business and technical requirements discussions.

### Senior Principal CSG Product Manager and Success Specialist

June 2016 - February 2018 (1 year 9 months)

Spokane, Washington Area

- >Developed cloud specific customer programs to drive adoption through best practices.

- >Collaborated with cross-functional teams, such as Product, Sales, Marketing, Customer Success, and Enablement to drive greater depth of value through customer programs, such as accelerators, success paths, circles of success, Dreamforce sessions, customer success stories, and feedback forums, among others.

- >Participated in services task force teams to advise customers on how to increase adoption and Salesforce platform optimization across IT, Sales, Marketing, and Operations teams.

- >Engaged with success teams and customers as a cloud-specific success specialist to drive internal and external education in the Salesforce platform.

### Team Lead, Principal Solution Specialist

March 2014 - May 2016 (2 years 3 months)

Spokane, Washington Area

- >Manage multi-million dollar clients on a day-to-day basis, drive success, deliver unparalleled service and secure growth and renewal.

- >Engage in creative problem solving for contractual, economic, political and technical constraints.

- >Develop and deliver enterprise customer success strategies and programs for implementation and value, internal processes and customer engagement models.

- >Connect diverse understanding of technology and solutions to customer success and enablement.

- >Work with top enterprise accounts to strengthen adoption of Salesforce technologies and help ensure multi-million dollar renewals.
- >Scope for creative customizations, unique use cases, and sustainable business processes.
- >Coach and develop customer success contributors on product, process and strategic account management.
- >Build strong client relationships, penetrating additional departments in an effort to scope out new opportunities for growth.
- >Work collaboratively with internal sales, marketing, product, technical and executive teams to deliver a world class experience for clients.
- >Deliver training and best practices, gather feedback, drive executive connections and remove any roadblocks for renewal.
- >Closely monitor adoption and usage rates that lead to value.
- >Consult with executive level decision makers to determine best approach in leveraging technology for maximum ROI.
- >Disseminate best practices and conduct strategic level conversations with decision makers, business owners and administrators.
- >Develop client facing documentation and resources for strategic and tactical best practices.

#### Team Lead, Principal Customer Success Manager

June 2013 - February 2014 (9 months)

Spokane, Washington Area

- >Manage multi-million dollar clients on a day-to-day basis, drive success, deliver unparalleled service and secure growth and renewal.
- >Engage in creative problem solving for contractual, economic, political and technical constraints.
- >Develop and deliver CSM programs for implementation and value, internal processes and customer engagement models.
- >Mentor and develop individual CSM contributors on product, process and strategic account management.
- >Work with top enterprise accounts to strengthen adoption of Salesforce technologies and help ensure account growth and renewal.
- >Uncover use cases, deliver training and best practices, gather feedback, drive executive connections and remove any roadblocks for renewal.
- >Closely monitor adoption rates of assigned accounts.
- >Consult with senior level decision makers to determine best approach in leveraging solutions as well as maximizing ROI.
- >Disseminate best practices and conduct strategic level conversations with executive level decision makers.

- >Build strong client relationships, penetrating additional departments in an effort to scope out new opportunities for growth.
- >Work collaboratively with internal teams to deliver world class support of clients.

### Senior Customer Success & Renewal Manager

April 2010 - May 2013 (3 years 2 months)

Spokane, Washington Area

- >Manage multi-million dollar accounts to strengthen adoption of Salesforce technologies, driving growth and renewal.
- >Engage in creative problem solving for contractual, economic, political and technical constraints.
- >Uncover use cases, deliver training and best practices, gather feedback, drive executive connections and remove any roadblocks to renewal.
- >Consult with executive level decision makers to determine best approach in leveraging Data.com product solutions as well as maximizing ROI.
- >Disseminate best practices and conduct strategic level conversations with senior level decision makers.
- >Build strong client relationships, penetrating additional departments in an effort to scope out new opportunities for growth.
- >Design and deliver client presentations and Dreamforce sessions.
- >Work collaboratively with internal teams to deliver a world class experience.

### Gonzaga University - School of Business Administration

Adjunct Instructor

August 2019 - Present (2 years 1 month)

Spokane, Washington Area

MKTG - 318, Social Media Marketing encompasses the strategy and execution of a successful social media plan. Students are required to build out a marketing and communications plan for a local business of their choosing. They will work to understand the vision and mission of the company, the value they provide to their customers, and the optimal path toward successful execution. The class covers social media channels, management tools, metrics for success, content creation and engagement and communication best practices, among other things. The real-world experience and foundational theory and practice offered in this class will prepare students to further explore opportunities in this field if they so choose.

### Mannan & Renz Sportswear

Co-Founder

January 2016 - January 2020 (4 years 1 month)

## Spokane, Washington Area

Fulfill creative director role, marketing operations, go-to-market strategies, strategic partnerships, clothing design, and copywriting, among other roles.

### CenterForLit, Inc.

#### Board Of Directors

September 2016 - August 2018 (2 years)

Rice, WA

Advise the President on strategic decisions pertaining to sales, marketing, service, operations, and IT/IS. Regularly meet with management of administration, market development, and marketing. Help to maintain a strong emphasis on customer acquisition and customer retention through market penetration strategies and personalized customer success.

### Avalara

#### Channel Manager

December 2008 - March 2010 (1 year 4 months)

Manage US territory consisting of 300+ reselling partners. Provide training, marketing, sales and technical content to each partner. Conduct live web demonstrations and onsite presentations for reselling partners and end-users; attending industry and partner events, with 20% travel. Collaborate with marketing, support and operational departments to deliver key client/partner resources and resolve ongoing issues. Oversee event budgets, monthly sales and marketing forecasts, and spiffs; tracking key performance indicators (KPIs) including calls, demos, meetings, trainings, webinars, face-to-face visits, leads, and sales revenue. Key Achievements:

- Generated 60% increase in territory revenues from 2008 to 2009.
- Garnered immediate success by landing company's largest deal for 2009.

### Entellium

1 year 9 months

#### Channel Program Manager

March 2008 - October 2008 (8 months)

Develop channel relationships with Intel, PC Mall, Zones, Digital River, Amazon and Etelos. Visit call centers and partner headquarters for vendor fairs and training, traveling 25%. Provide sales and product training for large groups, as well as ongoing phone, email and webinar support.

Serve as project manager for channel go-to-market strategy, coordinating comprehensive plan for each partner. Generate cross-departmental sales, coordinating all decision makers including economic buyers, business and

IT analysts, and consultants. Conduct hundreds of live demos, presenting complex software to marketing, sales, finance, operations and IT departments. Oversee post-sales training sessions, and educated junior consultants in training methods. Key Achievements:

- Launched and activated two channel partnerships by Q2 2008 deadline; closed first channel sale in Entellium history before June 30, 2008 deadline.
- Achieved 100% of plan for 2008 YTD.
- Ranked in top five out of 40 for licenses sold in 2007, with zero turnover.
- Promoted from CRM Business Consultant, providing solution-based CRM

#### CRM Consultant

February 2007 - February 2008 (1 year 1 month)

#### Jobster

##### Account Executive

August 2006 - February 2007 (7 months)

Target HR departments for sales of innovative, complex SaaS solutions. Generate in-depth prospecting and profiling for Fortune 1000 as well as SMB (small-to-medium sized business) prospects across industries. Manage client relationships and executed entire sales lifecycle. Key Achievements:

- Consistently ranked in top five out of 25 for call volume and product demos.
- Delivered engaging presentations and demonstrated ability to simplify and clearly communicate complex information.

#### Onvia

##### Account Executive

November 2005 - August 2006 (10 months)

Provide SaaS solutions to C-level executives and below within the SMB market. Oversee heavy inbound and outbound activity; frequently conducting live demos. Key Achievements:

- Achieved over 100% of plan and ranked five out of 50 within Acquisition Department for overall sales dollars; ranked four out of 50 in percentage-to-plan.
- Consistent top producer for sales activities and quota achievement; member of Onvia's top producing sales team in 2007.
- Developed Microsoft Excel monthly/yearly sales tracker that was widely adopted by acquisition sales and account management, as well as endorsed by senior management.

#### Weidner Investment Services

Property Manager  
January 2005 - October 2005 (10 months)

Nordstrom  
Assistant Manager, Men's Shoes  
May 2004 - January 2005 (9 months)  
Bellevue, WA

---

## Education

Gonzaga University Graduate School of Business  
Master of Business Administration - MBA, Entrepreneurship/Entrepreneurial  
Studies · (2014 - 2017)

Hillsdale College  
Bachelor of Science, Marketing Management, Business · (2000 - 2004)

## Contact

[www.linkedin.com/in/dkatherinemorgan](http://www.linkedin.com/in/dkatherinemorgan) (LinkedIn)

## Top Skills

Grant Writing  
Social Media  
Event Management

## Languages

Latin

## Certifications

Certified Sales Professional  
Certified Green Professional  
Institute of Organization  
Management Certified

## Honors-Awards

Top 20 Under 40  
"NAWBO Spirit of Women" Award  
Recipient  
Outstanding MBA Student of the  
Year 2013-2014  
Women in Business Leadership  
Spokane Finalist  
Association Excellence Award  
Winner

# Katherine Morgan

SVP, Market Executive Spokane-Idaho Market at Bank of America  
Liberty Lake

## Summary

Executive professional with extensive industry experience in integrated, results-driven strategic plans, marketing campaigns, project management, public & private consumer events, and media & government relations. Career development has focused on strategic, targeted efforts identifying business goals, setting clear success objectives, and using appropriate budgets, operational, and marketing tactics to reach or exceed goals.

I seek continued professional development and growth, seizing opportunities to manage and mentor young professionals, as well as create environments where I can positively impact my community and profession served.

Specialties: Strategic Planning, Integrated Marketing, Management, Leadership, Charitable Foundation Management, Mentoring, Trade Show Management, Parade of Homes Management, Event Consultation, Strategy, Sales, Business Development, Advertising, Public Relations, Budgeting, Vendor Relations, Media Relations, Government and Advocacy, Social Media, Relationship Development, Project Management, Communications, Planning, Promotions, Agency Coordination, Presentations, & Speaking.

---

## Experience

Bank of America  
3 years 6 months

Senior Vice President, Market Executive Spokane-Idaho Market  
March 2021 - Present (6 months)  
Spokane, Washington, United States

Katherine serves as the Spokane-Idaho Market Executive for the Bank of America Local Markets Organization. In this role, she supports the local market goals of connecting businesses, families and individuals to the banking and investment teams that will help improve their financial lives. She also supports

efforts to deploy Bank of America's resources in the market to strengthen the community.

Katherine is responsible for community partnerships, sponsorships and philanthropy in the Spokane, WA, North Idaho, & Boise, ID market. She is also responsible for the development and execution of the market plan, designed to drive responsible growth, employee engagement and corporate reputation. In addition, she helps drive business integration in the market by facilitating connections between teammates.

### Senior Vice President, Spokane-Idaho Market Manager

March 2018 - March 2021 (3 years 1 month)

Spokane, Washington Area

Katherine serves as the Spokane-Idaho Market Manager for the Bank of America Local Markets Organization. In this role, she supports the local market goals of connecting businesses, families and individuals to the banking and investment teams that will help improve their financial lives. She also supports efforts to deploy Bank of America's resources in the market to strengthen the community.

Specifically, Katherine is responsible for community partnerships, sponsorships and philanthropy in the Spokane, WA, North Idaho, & Boise, ID market. She is also responsible for the development and execution of the market plan, designed to drive responsible growth, employee engagement and corporate reputation. In addition, she helps drive business integration in the market by facilitating connections between teammates.

### Gonzaga University

Adjunct Faculty

September 2015 - September 2019 (4 years 1 month)

Spokane, Washington Area

Committed to the academic excellence of Undergraduate and Graduate students at Gonzaga University teaching Marketing 310: Principles of Marketing.

### Greater Spokane Valley Chamber of Commerce

President & CEO

September 2014 - April 2018 (3 years 8 months)

Greater Spokane Valley

Coordinate the growth and development of the Greater Spokane Valley Chamber of Commerce, as well as, the implementation of programs to our members & local communities to achieve the mission of the Chamber. Responsible for providing highly visible leadership and building upon the

strong reputation of the Chamber in all issues related to regional economic prosperity and community vitality.

### Eastern Washington University

Adjunct Instructor of Marketing

September 2013 - September 2015 (2 years 1 month)

Cheney, WA

Committed to the academic excellence of Junior Undergraduate students at Eastern Washington University teaching Marketing 310: Principles of Marketing.

### All Saints Catholic School

Director of Development and Marketing

March 2013 - September 2014 (1 year 7 months)

Dedicated to the promotion of the school's mission that cultivates an environment which nurtures the whole child in their spiritual growth, academic excellence and moral development. Created and implemented a strategic marketing and re-branding campaigns with a re-branding released November 2013 and record summer enrollment in 2013.

### Greenstone Corporation

1 year 2 months

Director Of Marketing

April 2012 - March 2013 (1 year)

Liberty Lake, WA

Responsible for leading all activities related to conceptualizing and implementing marketing and communications strategies. Key responsibilities included market development; competitive analysis and planning; strategic direction for promotion and advertising; coordination and execution of projects & events in coordination with marketing activities; and leading the marketing staff to ensure alignment with company's strategic goals and mission.

### Kendall Yards Project Manager

February 2012 - April 2012 (3 months)

Responsible for the complete oversight & execution of the Sales & Marketing efforts for Kendall Yards while maintaining knowledge of all Greenstone Communities to be a resource to all clients & prospects of Greenstone Products & Communities.

### Home Builders Association of Greater Kansas City

## Director of Marketing & Events

2011 - January 2012 (1 year)

Designed, coordinated, & promoted the return of the Kansas City Home Show Fall Edition as well as the Greater Kansas City Home Show and Flower Lawn & Garden Show in a competitive top 5 market while securing record-breaking sponsors including the association's status as a top-producer in the Midwest.

## Spokane Home Builders Association

### Marketing & Events Director

2007 - 2011 (4 years)

Spokane, Washington Area

I played an active role in Association events from 2007-2011. Having graduated from Gonzaga University with a degree in Marketing, I took great joy in helping the members in the Association gain increased marketability in Spokane. I coordinated the Association's major events including the Fall Festival of Homes, the Premier Home Improvement Show, the Annual Golf Tournament, the charity auctions as well as the exciting return of the Showcase of "Green" Homes.

## Stewart Title of Spokane

### Marketing Assistant & Events Coordinator

June 2006 - July 2007 (1 year 2 months)

Created, organized, and executed all aspects of strategic marketing events to increase market share, strengthen client relationships, while building the brand message of the local branch "Adding Value to the Industry."

---

## Education

### Gonzaga University Graduate School of Business

Master of Business Administration (M.B.A.) · (2014 - 2014)

### Gonzaga University - School of Business Administration

Bachelor of Business Administration (B.B.A.), Marketing · (2005 - 2006)

### Saint Mary's College of Ave Maria University

Business Administration with Marketing Concentration · (2002 - 2005)

## Contact

baileeneyland@livenation.com

www.linkedin.com/in/baileeneyland  
(LinkedIn)

## Top Skills

Strategic Communications  
Public Relations  
Microsoft Excel

## Languages

French

# Bailee Neyland

EMPOWERING ENGAGEMENT. INSPIRING IMPACT. RAISING UP.

Seattle

## Summary

"The future belongs to those who believe in the beauty of their dreams."

-Eleanor Roosevelt

---

## Experience

### Live Nation Entertainment

Director of Sales

February 2020 - Present (1 year 7 months)

### Bailee Neyland Consulting, LLC

Owner/Founder/CEO

May 2017 - Present (4 years 4 months)

### Seattle Sounders FC

Manager, Corporate Partnerships

June 2018 - January 2020 (1 year 8 months)

Greater Seattle Area

### Spokane Hoopfest Association

4 years 1 month

Director of Brand Strategy and Business Development

December 2016 - July 2018 (1 year 8 months)

Spokane, Washington Area

- Manage, procure and steward portfolio of over 200 sponsors – including PepsiCo, Nike and Toyota
  - o Have acquired national brands, including KIND Snacks and University of Washington
  - o Sold out all Court Sponsorships available in 2016 – first time in Hoopfest's 28-year history
  - o Create individualized promotional packages based on needs of sponsors
- Engage stakeholders – including the Mayor and other community leaders

- Create strategy, manage and produce all marketing and communication pieces for print, web, traditional media, social media and events
- Construct outside events with host partners (i.e. MGM Resorts International with the Las Vegas 3on3 Basketball Tournament at T-Mobile Arena and Toshiba Plaza)
- Manage all media relations and communications for local and national news coverage
- Recruited ESPN SportsCenter to Spokane Hoopfest's 2015 tournament – first time in Hoopfest's 28-year history
- Create strategies and opportunities for the brand of Hoopfest and its various 501(c)(3) nonprofit programs year-round
- Increased social media presence – Facebook (improved followers by over 88%); created the #Hoopfest365 blog; created Snapchat; increased Instagram followers to over 6,000
- Develop unique events to bring together 3,000+ volunteers, 200+ sponsors and 100+ stakeholders

#### Marketing Director

July 2014 - July 2018 (4 years 1 month)

Spokane, Washington Area

- Manage, procure and steward portfolio of over 200 sponsors – including PepsiCo, Nike and Toyota
  - o Have acquired national brands, including KIND Snacks and University of Washington
  - o Sold out all Court Sponsorships available in 2016 – first time in Hoopfest's 28-year history
  - o Create individualized promotional packages based on needs of sponsors
- Engage stakeholders – including the Mayor and other community leaders
- Create strategy, manage and produce all marketing and communication pieces for print, web, traditional media, social media and events
- Construct outside events with host partners (i.e. MGM Resorts International with the Las Vegas 3on3 Basketball Tournament at T-Mobile Arena and Toshiba Plaza)
- Manage all media relations and communications for local and national news coverage
- Recruited ESPN SportsCenter to Spokane Hoopfest's 2015 tournament – first time in Hoopfest's 28-year history
- Create strategies and opportunities for the brand of Hoopfest and its various 501(c)(3) nonprofit programs year-round

- Increased social media presence – Facebook (improved followers by over 88%); created the #Hoopfest365 blog; created Snapchat; increased Instagram followers to over 6,000
- Develop unique events to bring together 3,000+ volunteers, 200+ sponsors and 100+ stakeholders

## Gonzaga University

### Adjunct Professor

August 2015 - December 2017 (2 years 5 months)

Spokane, Washington Area

- Created and implemented teaching strategies, lesson plans, quizzes, homework and exams for MKTG310: Intro to Marketing
- Facilitated multiple networking opportunities for students to learn from entrepreneurs, marketers, PR Agencies and local businesses

## Gonzaga University

### Assistant Director of Development Marketing

December 2011 - July 2014 (2 years 8 months)

- Collaborated and managed all development marketing projects for Gonzaga's schools, departments and programs to align with broader mission
- Attained \$1.5 million+ fundraising goal for each fiscal year
- Worked with outside vendors (mail-houses, printers, marketing consultants, PR firms, etc.) for projects, such as Spring Campaign, Tomorrow Made Possible (TMP), Advent Calendar, donor mailings, etc.
- Managed Marketing & Communications team of designers (including web and graphic designers, photographers, videographers, etc.)
- Developed strategy for and managed social media interfaces, including Facebook (currently at 7,477 likes and 13.9k followers) and created the Gonzaga Giving blog
- Created and stewarded relationships with donors, potential donors and other Gonzaga stakeholders

## Zak Designs

### Product Development Manager

June 2008 - December 2011 (3 years 7 months)

- Developed over 25,000 skus annually for the company's dinnerware-line strategies for manufacturing
- Worked company's top key accounts – including Target, Walmart and Costco – and developed specialized programs that obtained multi-million dollar orders
- Developed marketing strategies for over 50 brand lines annually

- Managed and produced photo and video shoots with various talents, including the renowned Dr. Sears
- Worked intimately with global offices, including daily correspondence, weekly Skype meetings and travel to China, Hong Kong and Taiwan

### New Venture Lab

#### Manager

May 2007 - May 2008 (1 year 1 month)

- Promoted from Operations Manager & Applications Manager
- Organized and structured overall operations of approximately 80 students
- Received and reviewed student and entrepreneur applications
- Conducted feasibility, marketing, and business plan analyses for start-up businesses
- Developed innovative marketing and recruiting techniques to maximize student involvement
- Ran Leadership Team meetings of approximately 20 students
- Ran Advisory Board meetings which included 14 business professionals from Spokane

### Express

#### Sales Associate

September 2005 - April 2008 (2 years 8 months)

### New Venture Lab

#### Operations Manager

April 2006 - January 2007 (10 months)

### Hawaii's Foreign Trade Zone #9

#### Foreign Trade Zone Rep

June 2006 - August 2006 (3 months)

- Promoted after two weeks of employment from Economic Development Specialist
- Hired and worked with a marketing agency to help create a new marketing campaign
- Researched and analyzed the country's economic status in foreign trade
- Represented the Foreign Trade Zone at expositions and conferences
- Conducted sales with foreign corporations through hosting international meetings
- Created financials for the fiscal year and projections for the upcoming five years

---

## Education

Gonzaga University Graduate School of Business

Master of Business Administration (MBA) · (2014)

Gonzaga University - School of Business Administration

BA, International Business, Finance, Entrepreneurship & Leadership, and

French · (2004 - 2008)

Institut catholique de Paris

French · (2007 - 2007)

## Contact

jenocall@gmail.com

[www.linkedin.com/in/](http://www.linkedin.com/in/jenniferocallaghan)

[jenniferocallaghan](#) (LinkedIn)

[www.numericacu.com](http://www.numericacu.com) (Company)

## Top Skills

Digital Strategy

Integrated Marketing

Strategy

## Languages

French

# Jennifer O'Callaghan

SVP of Marketing and Analytics at Numerica Credit Union  
Spokane

## Summary

Dynamic senior leader with a track record of developing marketing strategy in a rapidly evolving media landscape. Over 15 years of advertising agency experience, winning, supervising and delivering on accounts and providing strategic leadership, while contributing to the evolution of the organizational culture and dynamic. Recognized for strong interpersonal skills, with a proven ability to quickly establish trust and credibility with constituents across all levels of organizations, as well as the ability to provide clarity and focus in a fast-paced environment.

---

## Experience

### Numerica Credit Union

SVP of Marketing and Analytics

October 2014 - Present (6 years 11 months)

Spokane, Washington Area

Responsible for developing and executing a clearly defined marketing and communications strategy in a manner that supports consistent business growth and enhances brand equity and awareness. Responsible for planning, organizing, staffing, training and managing all marketing functions to achieve the credit unions objectives of sales, growth, profitability, and visibility while ensuring a consistent marketing message and position.

### Gonzaga University Graduate School of Business

Adjunct Instructor

June 2019 - Present (2 years 3 months)

Spokane, Washington Area

Small Business Marketing - Summer 2019 and Summer 2021

Marketing Analytics - Fall 2019 and Fall 2020

Marketing Theory and Practice - Summer 2020

### SMITH

SVP, Managing Director Client Services

March 2012 - October 2014 (2 years 8 months)

- Managed all Sales, Marketing and Client Services for \$20M+ in annual revenue
- Developed relationships with new acquisitions and acted as subject matter expert for all marketing and advertising agency services, provided planning and issue resolution
- Participated in development of go to market positioning, rebranding, PR planning and outreach
- Presented agency to agency search consultants, and technology and creative partners
- Led new business pitches and participated in pitches into existing account base

## Ascentium

5 years 6 months

### Managing Director

October 2010 - June 2012 (1 year 9 months)

- Managed a portfolio of 6 accounts, an office of 50+ people, \$5M in annual revenue
- Developed points of view and best practices against several mediums including: direct mail, email, retail, integrated marketing, and digital marketing
- Retooled a largely traditional advertising agency into a digital agency with a strong focus on strategy, UX, and development capabilities
- Operated the highest profit margin of all P&Ls

### Director of Client Service

September 2008 - January 2011 (2 years 5 months)

### Senior Marketing Strategist

January 2007 - September 2008 (1 year 9 months)

- Led digital marketing strategies with key agency clients such as Microsoft and Dell
- Developed marketing and media plans, communication strategies and oversaw creation of marketing materials
- Participated in defining agency go to market and repositioning from a technology consultancy to a digital agency

## miller.whiterunkle

### Account Manager

December 2000 - 2007 (7 years)

- Managed national accounts for AT&T, Motorola, Pantech and TeleNav amounting to \$20M in annual revenue
- Conducted research such as competitive analysis and consumer insights and made strategic recommendations based off of findings
- Drafted pitches, proposals, POVs, creative briefs, press releases and internal employee communications as well as position papers

#### UBS Warburg

Executive Assistant to Chief of Staff

June 1999 - August 2000 (1 year 3 months)

#### London Underground

Team Analyst

July 1998 - June 1999 (1 year)

---

## Education

Gonzaga University Graduate School of Business

Master of Business Administration (MBA) · (2016 - 2018)

University of Chicago Booth School of Business Executive Education

Marketing Analytics to Drive Growth · (2019 - 2019)

Stanford University Graduate School of Business

Executive Education Certificate, Managing Teams for Innovation and Success Program · (2016 - 2016)

Goldsmiths College, U. of London

BA, Communications · (1995 - 1998)

Cottey College

Associates of Arts, Liberal Arts · (1992 - 1994)

## Contact

9734498896 (Home)  
chiarangeli@gmail.com

[www.linkedin.com/in/chiaraquinn-45917819](http://www.linkedin.com/in/chiaraquinn-45917819) (LinkedIn)

## Top Skills

Event Planning  
Event Management  
Customer Service

# Chiara Quinn

Marketing Professional  
United States

## Summary

Experienced Leader with a demonstrated history of working in the marketing and advertising industry. Strong business development and professionally skilled in Management, Marketing Strategy, Social Media, Music, and Entertainment.

---

## Experience

Creative Mind, LLC  
Founder & CEO  
January 2015 - Present (6 years 8 months)  
Greater New York City Area

Creative Mind, was created to provide marketing, branding, strategy and event support to individuals, brands and products.

Our approach has been developed to bring together a gathering of the Creative Mind(s) behind your business to create a plan to reach your goals.

In collaboration with your Creative Mind(s), we will bring our team to the table who will work in tandem to develop timelines and goals for any project or strategic plan.

Intrinium  
Marketing Manager  
May 2018 - June 2020 (2 years 2 months)  
Spokane, Washington Area

Intrinium is an Information Technology and Security Solutions company, providing comprehensive consulting and managed services to businesses of all sizes. From the server room to the board room, we will secure, transform and manage your IT.

iHeartMedia  
Promotions Director  
May 2016 - June 2017 (1 year 2 months)  
New York, New York

Power 105.1 and 103.5 KTU

## New Jersey Performing Arts Center

2 years 8 months

Senior Manager of Community Engagement and Cultivation  
June 2015 - January 2016 (8 months)

Newark, NJ

Community outreach, strategic audience development, marketing and promotions.

## Manager of Promotions and Community Engagement

June 2013 - June 2015 (2 years 1 month)

Newark, NJ

Promotions and marketing outreach for key shows.

## Emmis Communications

Event Partnership Manager: WQHT - HOT 97, Loud Digital Network, Incite

December 2011 - June 2013 (1 year 7 months)

Developed partnerships and relationships for events and promotions. Management of key station events, branding activation and integrated marketing campaigns.

## Trevanna Entertainment

Production Coordinator

2006 - 2012 (6 years)

New York, New York

Coordination of on-site operations for live events.

## MASS MoCA

Box Office Manager

May 2009 - September 2011 (2 years 5 months)

Management of Box Office team, sales and operations for all live performances and gallery admission.

## Shireworks Productions

Operations Manager

May 2010 - August 2011 (1 year 4 months)

Operational logistics for 3 day Big Up Music and Arts Festival, 2011. Venue Manager for 2010 Festival.

---

## Education

Massachusetts College of Liberal Arts

Bachelors, Sociology and Arts Managment · (2006 - 2009)

Columbia High School

## Contact

509-723-3733 (Work)  
ed@sixthmanmarketing.com

www.linkedin.com/in/edreese  
(LinkedIn)  
www.sixthmanmarketing.com  
(Company)

## Top Skills

Online Advertising  
SEO  
SEM

# Ed Reese

Director of Advertising @ Presearch | Principal @ Sixth Man Marketing  
Spokane

## Summary

Experienced website analyst and online marketing professional with 20+ years of technical marketing experience. Specific areas of expertise include Google Analytics, search engine optimization, paid search and usability. I'm passionate about communicating the impact of data-inspired insights to clients, conference attendees and students to drive improvements. I'm an adjunct professor of digital marketing at Gonzaga University and Whitworth University as well as a faculty member of LocalU.

---

## Experience

### Presearch.org

Director of Advertiser Relations & Keyword Staking  
July 2020 - Present (1 year 2 months)

Responsible for supporting advertisers and advertising networks on Presearch, the next-generation, decentralized search engine powered by the community.

### Sixth Man Marketing

Principal  
June 2008 - Present (13 years 3 months)  
Spokane, WA

Sixth Man Marketing provides detailed analytics insight and usability / conversion strategies services to a variety of companies. We help our clients understand the intent of the traffic their website receives and create strategies that influence your visitors to take actions that lead to purchasing your products or services.

### Gonzaga University

Adjunct Professor, Digital Marketing  
September 2014 - Present (7 years)  
Spokane, WA

I teach Digital Marketing 410 at Gonzaga University and help students understand how to make the difficult transition from college life to the real-

world. The goal for this class is to bridge the gap between digital marketing theory and current in-the-trenches digital marketing best practices to prepare students for a marketing career when they graduate. Areas of emphasis include branding, audience targeting, social media, website best practices, analytics, PR, organic & paid search, and usability.

### Local University

Co-Founder & Faculty Member

February 2010 - January 2020 (10 years)

Local U is national conference series focusing on educating business owners, in-house marketers, and agencies the in-the-trenches online marketing skills they need to be competitive in today's market place. The primary areas of focus for Local U are local search, analytics, organic SEO, website usability, and online marketing best practices.

### JEBCommerce

Director of Analytics & Optimization

January 2016 - December 2017 (2 years)

Coeur d'Alene, Idaho

Led the Analytics & Optimization team at JEB Commerce that provided analytics, paid search and website usability work for clients in a variety of industries (ecommerce, health care, higher education, retail, and financial).

### Rebooked

President & CEO

June 2014 - December 2015 (1 year 7 months)

Spokane, WA

I led our team on a mission to turn cancellations into rebooked appointments. Our offering included a web portal for service providers and iOS and Android versions of the app that rebooked cancelled appointments & no-shows for salons, medical & dental offices and other service providers.

### Hotbed, LLC

Director of Search Marketing / Business Development

May 2005 - May 2008 (3 years 1 month)

Responsible for new business development, creating advertising agency partnerships, and driving Hotbed's organic search engine marketing strategy.

The re-launch of our web site was based on organic search engine optimization criteria and has allowed Hotbed to open new channels of

business and greatly increase our exposure. In fact, our search engine strategy has increased organic search traffic 700% in past nine months and brought in several new projects that we wouldn't have had otherwise.

At the end of the day, however, it still comes down to Hotbed's ability to create compelling stories and films. Hotbed continues to produce high quality commercials, brand films, documentaries, and independent films in addition to our focus on online marketing and search specifically. Great thought goes into the process so that our videos are authentic, creative, and loved by our clients. I'm proud to be a part of that process.

## Check Point Software Technologies

6 years 10 months

### Communications Manager

May 2003 - May 2005 (2 years 1 month)

Produced internal communications for Check Point's worldwide technical staff as well as our 2000+ strategic partners. Responsibilities included producing monthly technical training webcasts, training partners and staff of the best practices for marketing and selling Check Point's product offerings.

### Product Evangelist

August 1998 - May 2003 (4 years 10 months)

Responsible for launching, positioning, marketing, and driving sales for Check Point Software's new product offerings. These responsibilities included creating marketing materials and drafting initial messaging, delivering/communicating product value to our worldwide partnership channel and driving revenue of new products for the company. This included delivering hundreds of presentations and training sessions around the world to Check Point staff, technical partners, and clients.

---

## Education

### Western Washington University

Bachelor's degree, Communication and Media Studies

## Contact

marvo@tcapdesign.com

[www.linkedin.com/in/marvin-reguindin-5aa7174](http://www.linkedin.com/in/marvin-reguindin-5aa7174) (LinkedIn)

[www.tcapdesign.com](http://www.tcapdesign.com) (Personal)

## Top Skills

Social Media

Marketing Communications

Creative Direction

# Marvin Reguindin

Executive Director at Washington State and Alaska Psychological Associations

Spokane

## Summary

Experienced President with a demonstrated history of working in the marketing and advertising industry. Skilled in Media Relations, Web Design, Art Direction, Fundraising, and Leadership. Strong business development professional graduated from Castle Park High School.

---

## Experience

Alaska Psychological Association

Executive Director

August 2020 - Present (1 year 1 month)

Thinking Cap Communications & Design, Inc.

President

October 2006 - Present (14 years 11 months)

9 S Washington, Suite 201, Spokane WA 99201

Thinking Cap is an award winning full service advertising and graphic design agency. Certified Minority Business Enterprise through the National Gay and Lesbian Chamber of Commerce, Washington State Office of Minority and Women Business Enterprises. The business was created in 1995 and incorporated in 2006.

East Spokane Business Association

General Manager

October 2018 - Present (2 years 11 months)

Spokane, Washington Area

Washington State Psychological Association

Executive Director

September 2015 - Present (6 years)

Spokane, Washington Area

WSPA is an association management client for my company, Thinking Cap. As account manager, I serve as the association's Executive Director.

## Gonzaga University

Instructor - Graphic Design, Gonzaga University

2003 - Present (18 years)

School of Business

Teaching basic graphic design principles using professional software to business students.

## local non-profit organizations

Member of the Board

1995 - Present (26 years)

Inland Northwest Business Alliance (INBA)

2012 - 2016 General Manager to the Board

2008-2011 Board President. Involved with INBA since 1995.

INBA is the region's LGBT Business Chamber

INBA Outreach. Member of the Board, May 2009 to present.

Outreach is the charitable arm of INBA that provides scholarships to LGBT students.

KSPS Community Advisory Board. January 2015 to present

Friends of KSPS. Member of the Board. January 2009 to 2014

Friends of KSPS Board Secretary, August 2012 to present.

Friends of KSPS is a fund raising organization for Spokane's Public Television.

National Gay & Lesbian Chamber of Commerce

2008-2011 Pacific Region Chairman, Council of Chambers and Business Organizations

Hanna & Associates

Art Director/Designer

1994 - 1995 (1 year)

Wendt Advertising, Spokane

Creative Director

1991 - 1992 (1 year)

Spiker Communications

Art Director/Designer

1989 - 1991 (2 years)

Hakuhodo, Los Angeles  
Art Director  
1987 - 1989 (2 years)

---

## Education

California State University, Fullerton  
BA, Communications/Advertising

Ad Center/Los Angeles  
Advertising

Castle Park High School

## Contact

rockwell@gonzaga.edu

[www.linkedin.com/in/stephanierockwell](http://www.linkedin.com/in/stephanierockwell) (LinkedIn)

## Top Skills

Call Center

Market Planning

Fundraising

# Stephanie Rockwell

I connect people so they can achieve their philanthropic goals and make a difference.

Spokane

## Summary

Experienced development and alumni relations professional. Creative yet logical strategist. Goal-oriented leader with a passion for empowering others.

I drive engagement and fundraising efforts with an expectation to provide an exceptional donor experience. I manage against priorities and track progress. I assemble teams for coordination and collaboration. I cultivate relationships with stakeholders and constituents. I work to make higher education accessible and affordable for students and families today.

Specialties: Fundraising strategy, leadership, marketing plan development, campaigns, data integrity, best practices in higher education advancement

---

## Experience

### Gonzaga University

13 years 1 month

Assistant Vice President of Operations and Fundraising Strategy  
November 2019 - Present (1 year 10 months)

Provide leadership and strategic direction while managing the day-to-day operation of the development, prospect management and strategic engagement and communication programs. Mobilize a talented staff in engaging an extraordinarily loyal and diverse group of alumni, parents, and friends. Set the pace for fundraising at Gonzaga University and seek continued growth and diversification of philanthropic revenue.

### Adjunct Professor

January 2019 - Present (2 years 8 months)

Teaching a 300-level Consumer Behavior class in GU's School of Business Administration.

Interim Assistant Vice President of Development and Operations  
March 2019 - November 2019 (9 months)  
Spokane, WA

Senior Director of Advancement Operations  
January 2018 - February 2019 (1 year 2 months)  
Spokane, Washington Area

Leads, directs and coordinates the operations and processes used to expand the strategic engagement and development of current and prospective donors. Responsible for the daily operations of infrastructure and communications necessary to ensure the achievement of fundraising goals. Includes Campaign project oversight, Principal Gifts systems and process, benchmarking, and moves management accountability that leads to a robust pipeline and meeting University strategic fundraising priorities.

Director of Individual Giving  
September 2015 - January 2018 (2 years 5 months)  
Spokane, Washington Area

Broaden the base of private gift support from alumni, parents, friends, faculty, staff and students to advance the fundraising priorities of the University by leading a diverse team that raises \$5m-\$10m annually through best practices with a creative and strategic approach.

Director of the Annual Campaign  
August 2011 - September 2015 (4 years 2 months)  
Spokane, Washington Area

Lead a team to secure financial support for Gonzaga University. Create opportunities for alumni and friends of Gonzaga to engage in the mission of the university. Identify efficiencies across departments for improved fundraising results and direct comprehensive marketing campaigns.

Assistant Director of Development Marketing  
June 2010 - August 2011 (1 year 3 months)

Provided strategic planning, coordination and implementation of all marketing initiatives for the Office of Development with a large focus on Annual Campaign messaging and marketing. Instrumental in meeting fundraising goals of over \$2 million for current-use support for Gonzaga University.

Program Manager, Annual Campaign  
August 2008 - June 2010 (1 year 11 months)

Responsible for the overall management of Gonzaga's Call Center, raising over \$700,000 annually for student scholarships, faculty development and the

educational priorities. Supervised a team of 40 student employees, motivating and training them to reach stated goals.

#### Whitworth University

##### Annual Giving Specialist

May 2007 - August 2008 (1 year 4 months)

Manage a phone solicitation campaign for the Whitworth Fund and develop Alumni in Residence and Graduates of the Last Decade programs to build class affinity and promote a culture of philanthropy. Additionally, prepare market analysis/reports analyzing phone and mail solicitation strategies.

#### Nordstrom

##### Sales Associate

October 2005 - May 2007 (1 year 8 months)

Sales associate for Nordstrom. Earned elite sales status while providing exceptional customer service and product knowledge.

---

## Education

#### Gonzaga University

Master of Arts (M.A.), Organizational Leadership · (2014 - 2018)

#### Whitworth University

Bachelor of Arts (B.A.), Communication Studies and Journalism, summa cum laude · (2000 - 2004)

#### Fashion Institute of Design & Merchandising

Associate of Arts (A.A.), Graphic Design · (2005 - 2006)

## Contact

aaron.sanchez@gmail.com

[www.linkedin.com/in/](http://www.linkedin.com/in/aaronvsanchez)

[aaronvsanchez](#) (LinkedIn)

[avsfcreative.com](#) (Portfolio)

## Top Skills

Advertising

Integrated Marketing

Entrepreneurship

# Aaron Sanchez

Creative Director, LinkedIn Creative Studio. Co-Founder, Betera.  
San Francisco Bay Area

## Summary

Hi. I'm a Creative Director in the LinkedIn Creative Studio. I'm also the Co-Founder of Betera, a refreshingly bitter, non-alcoholic sparkling beverage.

Before LinkedIn, I worked for a few different ad agencies as both a copywriter and creative lead. During my time at each of the shops - from every agency, leader, team member, and client - I took away tools that help me in my role today. I've also been fortunate to win awards from Cannes Lions, One Show, Effies, ADC, Addys, and others.

As the Co-Founder of Betera, I am leading the brand and marketing efforts of a growing, omni-channel consumer brand in a growing category (Premium non-alcoholic beverages). It's the most challenging project I've ever had. It's also the most rewarding.

Outside of jobs one and two, I served on the Sausalito Pedestrian and Bicycle Committee from 2017 through 2019, advocating for cycling safety. I created and taught 400-level a content creation course at Gonzaga University and I've spoken and lectured at CU Boulder, the University of San Francisco, the University of Arizona, and Miami Ad School. I like to ride bikes, bake, build furniture, and I'm trying to figure out how to make my own amaro.

I approach every assignment with curiosity and passion. I learn something new during every project, so I hope that means my best work is still to ahead of me.

---

## Experience

LinkedIn

3 years 7 months

Creative Director

March 2021 - Present (6 months)

San Francisco Bay Area

Associate Creative Director & Writer

February 2018 - April 2021 (3 years 3 months)

San Francisco Bay Area

Betera

Co-Founder

August 2019 - Present (2 years 1 month)

San Rafael, California, United States

Marketing and Brand lead, bringing together a team of global category experts to create and grow a unique identity and voice. Betera is a refreshingly bitter, non-alcoholic sparkling beverage you can enjoy any time, anywhere.

Gonzaga University

Adjunct Instructor

August 2019 - May 2020 (10 months)

Spokane, Washington Area

MKTG 489, Content Production

Cutwater

Associate Creative Director

June 2016 - November 2017 (1 year 6 months)

San Francisco Bay Area

DDB California

Associate Creative Director

August 2015 - June 2016 (11 months)

Crispin Porter + Bogusky

3 years

Senior Copywriter

February 2014 - August 2015 (1 year 7 months)

Copywriter

2012 - February 2014 (2 years)

Boulder, CO

Tavosa Wines

Creative Director

2010 - 2013 (3 years)

Sonoma, CA

## MUH-TAY-ZIK | HOF-FER

Copywriter

2011 - 2012 (1 year)

## Freelance

Freelance Copywriter

2009 - 2012 (3 years)

## GE Real Estate

4 years 1 month

Vice President, Senior Account Manager

February 2007 - February 2009 (2 years 1 month)

Provided commercial real estate financing to small business owners in Northern California.

Associate Sales Representative

February 2005 - February 2007 (2 years 1 month)

---

## Education

Gonzaga University

BBA, Marketing

## Contact

[schwering@gonzaga.edu](mailto:schwering@gonzaga.edu)

[www.linkedin.com/in/sarah-schwering-2385b4](https://www.linkedin.com/in/sarah-schwering-2385b4) (LinkedIn)

[www.desautelhege.com](http://www.desautelhege.com)  
(Company)

## Top Skills

Social Media

Marketing Communications

Public Speaking

# Sarah Schwering

Chief Executive Officer at ssquared Marketing & Communications  
Spokane

## Experience

ssquared Marketing & Communications

Chief Executive Officer

March 2020 - Present (1 year 6 months)

Spokane, Washington, United States

Gonzaga University

Senior Director of Marketing & Communications

August 2014 - March 2020 (5 years 8 months)

Gonzaga University

Adjunct

2007 - 2012 (5 years)

Desautel Hege Communications

Account Director

2004 - 2010 (6 years)

---

## Education

Gonzaga University - School of Business Administration

MBA, Marketing · (2005 - 2007)

Gonzaga University

BBA, Marketing · (2000 - 2004)

## **Faith A. Valente**

5409 West Orchard Avenue  
Rathdrum, Idaho 83858  
Cell: 208.661.0542  
Email: valente@gonzaga.edu

### **Academic Employment**

- 2000 – 2016            Gonzaga University, Spokane, WA, USA  
Key areas of teaching and research: Applied communication theory, including introduction to communication theory and public speaking, advanced public speaking, interpersonal communication, nonverbal communication, intercultural communication, group communication, business communication, and organizational communication.
- 2000 – 2016            North Idaho College, Coeur d’Alene, ID, USA  
Key areas of teaching: Communications and English studies, including speech communication, interpersonal communication, business writing and communication, technical writing and communication, English composition and writing, and rhetoric.
- Fall 2013                Gonzaga in Florence, Florence, Italy  
Taught undergraduate rhetoric and speech class, Advanced Public Speaking, for the first time at Gonzaga University’s campus in Florence, Italy. Created curriculum requiring students to explore the rich history of humanism and rhetoric in Florence, as well as all of Italy, enabling students to develop and demonstrate communication competence in public speaking, intercultural communication, verbal communication, nonverbal communication, interpersonal communication, and organizational communication.
- Summer 2012            Chang Gung University, Taipei, Taiwan  
Researched, designed, and conducted two seminars for the faculty of Chang Gung University in Taipei, Taiwan. The seminars were designed to create effective communication, teaching, and conference presentation strategies for the diverse faculty of this university. Participants in the seminar were from Chang Gung University’s College of Medicine, College of Engineering, College of Management, and Center for General Education, many of whom had been trained at U.S. universities, such as Harvard, MIT, Princeton, Yale, Stanford, etc.

## **Education**

- Ph.D. Leadership Studies, Gonzaga University, 2015. Communication Emphasis.  
M.A. Organizational Leadership, Gonzaga University, 1998. Communication Emphasis.  
B.Sc. Communications, University of Idaho, 1982. Public Relations and Advertising Emphasis.

## **Research**

Valente, F. (2014). Empathy and servant leadership: The complementary nature of simulation theory and theory of mind in education. *International Journal of Servant Leadership*, 10(1), 213-230.

Valente, F. (in press). Empathy and communication: A model of empathy development. *Journal of New Media and Mass Communication*, 1-31.

Friesner, D.L., Valente, F., & Bozman, C.S. (under review). Using entropy-based information theory to evaluate survey research, *Marketing Bulletin*.

## **Workshops, Conferences, and Classes**

- MBTI Certification Training 2012  
Gonzaga University – Linked Thought-Expression Development 2012  
Bb World. Summer 2009  
Writing Across the Curriculum. University of Idaho. Spring 2006.  
Inland Northwest Writer's Project. Summer 2005.  
Creative Assessment Techniques. Summer 2000.

## **Professional Training**

- Bb NextGen Training  
Bb9 Training  
Angel Training  
Washington Online Training – Interactive Technology Curriculum Development & Delivery  
Leadership Training – Community Leadership training: Spokane, WA and Coeur d'Alene ID  
University of Idaho: WebCT Training – Teaching Web-Based Courses  
WebCT Training – Vista Training  
Diversity Training (extensive training from multiple sources)  
Conflict Negotiation and Resolution Training  
COR – Gonzaga University's Center for Organizational Reform

## **Professional Affiliations**

- The International Communication Association