



# Addison Todd

addisontodd@gmail.com 314.707.8252

## ○ Qualifications Summary

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Highly qualified and vastly experienced Digital Marketing professional with understanding and a passion for customer satisfaction. Experienced in all major social media platforms and their advertising counterparts, having used them in both personal and professional environments. Highly trained in customer service skills honed through years of multiple sales, customer service and management occupations.

## ○ Education

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### **Lindenwood University**

Advertising and Public Relations

### **National Restaurant Association**

ServSafe® Food and Beverage Handler Certification

### **High School Diploma**

Home Educated

## ○ Skills

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### **Projects**

Radio Production - On-air radio talent personality in a radio studio working with music, news and sports time slots as well as fulfilling station requirements for identification and broadcast requirements.

E-Newsletter Management - Sole designer responsible a monthly newsletter campaign for a team of real estate agents. Extensive experience with the iContact platform, its scheduling, social integration, and design.

CMS Management - One of a team of individuals that operated a popular gossip columnist's blog, (bergersbeat.com) generating upwards of 100,000 hits monthly.

Website Development - Sole developer responsible for an interactive personal website built from the ground up including elements of commenting, uploading, site interaction, chat, mobile interaction, etc.

Customer Management - Handling client quotes, estimates and contract preparation, as well as following through a project to completion.

Online Retail - Setup/managed an eBay store front with Top Seller achieved and \$43k in first quarter sales. Began and ran Professional Amazon Seller account with over \$100k in sales in the first year. Managed a \$5 million annual amazon seller wholesale account, managed a 6 figure retail arbitrage account.

### **Technologies**

Twitter ads, Facebook ads, Constant Contact, iContact, MailChimp, Tumblr, Foursquare, Google+, Reddit, Snapchat, Instagram, LinkedIn, WordPress, Movable Type, Blogger, YouTube, Vimeo, UStream, Android (intermediate), iOS (intermediate), RSS (advanced), Photoshop CS 5, Adobe Acrobat, Adobe InDesign, Adobe Dreamweaver, Avid 5, Sugar CRM, Amazon Seller Central, Inventory Lab, eBay, Shopify, Informed.co, Aura Intelligent Repricer.



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## ○ Work Experience

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**10/17 - 12/18**

**Coffee Wholesale USA**

**Marketing Director**

- Responsible for SEO and SEM on two e-commerce sites with over \$3m in sales annually.
- Managed all social media accounts and email marketing.
- Responsible for Google Ads campaign management and creation.
- Managed two Shopify sites with over \$3m in sales annually including collection management, inventory management, and outside sales.
- Managed Amazon Seller Central account for national coffee brands including listing creation/optimization, Enhanced Brand Content, keyword research and advertising.

**10/17 - 12/18**

**Westin Trading, INC**

**Purchasing Agent**

- Complete purchase orders for vendors and suppliers for a multi-million dollar Amazon seller account. Handled repricing, multi-channel fulfillment, Seller Central daily tasks, overstock inventory sale and liquidation, etc.
- Created/managed Bills of Lading, Purchase Orders, handled inventory management.

**02/13 - 10/17**

**Chick Fil A**

**Drive Through Director**

- Managed a chain-wide top 10 revenue drive through. Implemented and managed new drive through order system. Managed scheduling and training of new hires.

**Store Opening Team**

- Managed/assisted hiring and training for a brand new opening of a free standing unit. Handled end of day operations for all financial transactions, performed daily food/building safety checks.

**Kitchen Team Lead**

- Managed BOH operations. Handled inventory management, daily restocking of perishable goods, and implementing food safety measures.

**2015**

**Response! Targeted Marketing**

**Consulting Executive**

- Director of client consultation, scheduling and following through on appointments and paid consultations.
- Responsible for booking podcast guests and production of Real Live Marketing podcast.

**11/12 - 10/13**

**Ansira Engagement Marketing**

**Data Resource Specialist**

- Responsible for data collection and organization into client databases. Lead team member handling Volkswagen's MarketSpy calling program.

**07/10 - 10/11**

**Wilson Monnig Creative**

**Social Media Associate**

- Handled social media accounts for a variety of clients, performed consulting for the web development team, managed e-newsletter department.