

Dale Amann

myself@daleamann.com | 417-365-1086 | daleamann.com

EXPERIENCE **TRR, Marketing Director** August 2013 | August 2020
Kimberling City, Missouri

- Increased revenue by 42% and website traffic by 172% through multi-channel marketing strategies.
- Created new revenue streams by integrating with online booking portals.
- Developed print and media marketing strategies from conception through completion.
- Designed strategies for automating marketing systems.
- Developed websites for all properties with PageSpeed scores reaching 90+ and load speeds under 2.4s.
- Restored sales and customer data after a server breach, instituted aggressive preventative strategies to prevent future data breaches.

Wake And Vape, Marketing Director June 2015 | August 2017
Torrance, California

- Increased sales by 488% within a 6 month period through marketing strategies and changing website framework.
- Developed overseas contacts and integrated new wholesale clients and products.
- Worked with UPS and USPS for shipping discounts with high quantity sales.

Various Companies, Freelance Marketer January 2009 | Present
Various

- Designed and developed websites, graphics, logos, content, and marketing strategies for various companies.

TRR at Kimberling In, Front Desk Manager August 2012 | August 2013
Kimberling City, Missouri

- Assumed ownership over team productivity and managed work flow to meet or exceed quality service.
- Strengthened company's business by leading implementation of new resort management software.

Kimberling Resort and Vacation Center, Night Auditor January 2005 | August 2012
Kimberling City, MO

- Reported internal control issues to management and supplied comprehensive recommendations to mitigate the associated risks.
- Articulated audit findings, risks and detailed recommendations to upper management.
- Trained in SPI program for vacation rentals both nightly and timeshare. Experienced in dealing with RCI and other timeshare agencies.

All Natural Pain Relief, Sales Manager January 2004 | December 2005

Branson, MO

- Co-Managed a retail booth in a high foot-traffic location.
- Successfully researched and marketed new lines of products, increasing revenue by 46%.

Foozles, *Assistant Manager*
Branson, MO

January 2002 | January 2004

- Presided over closing procedures, nightly auditing, and managing a discount bookstore..
- Acquired new, large-volume accounts.

ProScape, *Landscaper*
Branson, MO

January 2002 | December 2002

- Experienced in the usage of various models of backhoes, bobcats, and other machinery.
- Experienced in landscaping from tree removal and planting, to irrigation systems, to building retaining walls.

Wal-Mart, *Customer Service Specialist*
Branson West, MO

January 2001 | January 2002

- Dealt with customers daily for sales, returns, and technical support.
- Promoted to oversee customer service in the Home Electronics Department.

Wishwood Resort, *Maintenance*
Galena, MO

January 1996 | December 2000

- Presided over general resort maintenance, landscaping, waste removal, and pool systems.

SKILLS

Languages: Babel, TypeScript, JS, Sass, SCSS, CSS, Pug, Haml, HTML, SQL, Python
Design Software: Photoshop, Illustrator, InDesign, Lightroom, Premier, HitFilm, After Effects
Office Skills: MS Office, MS Excel, LibreOffice, OpenOffice, Adobe Acrobat
Social Media: Instagram, Facebook, Reddit, Twitter, Pinterest
Google: Ads Certified, Authorized Buyers Certified, AdMob, Waze Ads
Facebook: Facebook Certified Advanced Marketing Developer

EDUCATION

Grand Canyon Univertisy, *BA in History* GPA: 4.0 Graduated January 2010
Pheonix, Arizona