



ENDSLEY EGGERT

CONTACT

 (303) 518 0579

 endsley@endsleyeggert.com

 linkedin.com/in/endsleye

 www.endsleyeggert.com

EDUCATION & CERTIFICATION

Digital Marketing Bootcamp
University of Denver
Denver, Colorado

Creative Strategy Professional
META Certification

Google Ads Search
Certification
Google

Google Ads Display
Certification
Google

B.F.A Television & Broadcast Journalism
Chapman University
Orange, California
Minor in Advertising

Study Abroad
Lorenzo de' Medici
Florence, Italy

SOFT SKILLS

Relationship Building

Communication

Details Oriented

Event Production

Operational Logistics

Problem Solving

Brand Consistency

EXPERIENCE

CLIENT MARKETING MANAGER

CIVICA ASSOCIATION MANAGEMENT // DENVER, CO // 2022 - PRESENT

Civica Management manages nonprofit trade associations and professional societies.

- Develop client marketing and communications plans to drive membership recruitment and retention, product and service sales, and member engagement
- Create and communicate messages via client websites, social media, emails, Press Releases, working with the media, and other channels.
- Design various elements including logos, signage, collateral, and more
- Video and content creation, copywriting, and editing for various media
- Manage teams, projects, timelines, budgets, contracts, and calendars
- Manage automation software to implement campaigns across multiple channels

DIRECTOR OF CHAOS // 2020 - 2022 | EXECUTIVE ASSISTANT // 2019 - 2020 HEARTHERO // DENVER, CO // 2019 - 2022

HeartHero is empowering anyone, anywhere to save a life with Elliot, the most portable and digitally connected Automated External Defibrillator on the market.

- Strategic project management - managed contractors, refined systems and processes to streamline operations, internal and external communications via newsletters, reports, pitch deck, and speeches and presentations
- Planned meetings and exhibit spaces at conferences and trade shows
- Managed the Board and planned Board meetings
- Oversaw external relationships and managed investors
- Ran all marketing and social media endeavors, increased following by 500%
- Graphic Designer for all marketing material, social media content, websites, and product and packaging design
- Responsible for PR including the writing and distribution of Press Releases and communicating with and maintaining relationships with the media

DIGITAL MARKETING AND DESIGN & GLOBAL EVENT MANAGER

MOREVENTS // ENGLEWOOD, CO // 2018 - 2019

MorEvents is a woman-owned, GSA-certified, integrated event solutions agency providing unmatched support for clients such as Mastercard, Dell, Intel, and Olo.

- Developed partnerships and created customized experiences through attentive and personalized collaboration with each client
- Sourced hotels and negotiated hotel room rates, F&B minimums, and contracts
- Planned logistics for site visits
- Executed meetings ranging from 300 - 2,000 participants for national and international clients
- Responsible for creating graphics, collateral, websites, mobile apps, and internet content internally and for clients
- Managed 187 adjunct sessions during Mastercard's 2018 Innovation Forum, increasing meetings and business interactions by 87% from 2017

ENDSLEY EGGERT

Design

Content Marketing Strategy

Content Creation

Website Planning, Analytics, &
Optimization

SEO

Paid Search, Display, & Social

Media Advertising

Retargeting

CRM & Automation

Meyers-Briggs: ESFP

Enneagram: 7

DISC: Is/I

HARD SKILLS

Basic HTML

Microsoft Office Suite

Adobe Creative Suite

- Illustrator, Premier Pro, InDesign, Photoshop, Lightroom, After Effects

Marketing Automation

- MailChimp, Marketo, Salesforce, Constant Contact, Emma, Loomly, & HubSpot

Other Software

- WordPress, Wix, EventMobi, QuickMobile, CrowdCompass, DoubleDutch, Cvent, Scout20, PicMonkey, Canva, MemberClicks, Personify, AwardForce, & Zendesk

MEETING ARCHITECT

KINSLEY MEETINGS // LITTLETON, CO // 2016 – 2018

Kinsley is a global meeting management firm that delivers content and experiences focused on strategic success for clients such as GE Energy and FirstBank.

- Designed and built meetings through strategic and logistical planning for over 50 meetings for globally located clients
- Developed and managed conference budgets of \$500K - \$1M
- Created online registration processes, websites, and mobile apps, improving conference user experiences
- Deconstructed and redesigned National Biodiesel Board's annual conference to create a new format, increasing sponsorships by 150% in the first year
- Accountable for maintaining existing relationships with clients and acquiring new business

EVENT PRODUCER

HADLEY MEDIA // SAN DIEGO, CA // 2015 – 2016

An Experiential Marketing & Event agency, Hadley Media activates at major conventions and events around the world including SXSW, Comic-Con, Cannes, CES, and Coachella, for clients including POPSUGAR, Adult Swim, Marvel, Netflix, and FOX.

- Created and pitched event concepts to clients to win their business
- Collaborated in the design, production, and activation of experiential events
- Direct communication with clients through all phases of event production
- Developed and implemented creative concepts for marketing stunts
- Simultaneously activated twelve events in twelve different countries

TRAVEL SPECIALIST & SOCIAL MEDIA EXPERT

BUS2ALPS // FLORENCE, ITALY // 2014 – 2015

Bus2alps is a tour operator committed to setting the standard for quality and innovation in the student travel industry with affordable, quality travel packages to over 30 different destinations.

- Responsible for selling tours through relationship building and various sales tactics and was consistently ranked in the top sales performers
- Identified new markets and business opportunities to increase sales.
- Developed and maintained business partnerships in 15+ countries
- Executed events in Florence, Italy to promote Bus2alps and generate sales
- Managed and produced content for all of Bus2alps social media sites including Facebook, Instagram, Twitter, Snapchat, Pinterest, and the company's blog
- Guided tours of 20-400 passengers throughout Europe

VOLUNTEER

DENVER ALUMNI EVENT MANAGER

CHAPMAN UNIVERSITY // DENVER, CO // 2016 – PRESENT

Partner with local Denver businesses to host bi-monthly events, "Chappy Hour", for alumni of Chapman University living in Denver, cultivating a sense of community and fostering an enduring connection to the University.

RACE DAY VOLUNTEER

GIRLS ON THE RUN // ORANGE, CA & DENVER, CO // 2012 – PRESENT

Race Day volunteer for Girls on the Run 5k races in Orange County, CA and Denver, CO, handling an array of tasks from racer check-in to finish line management and more.