



PATRICK SPIKES

MARKETING CAMPAIGN SPECIALIST

720-810-7759 

patrickdspikes@icloud.com 

Arvada, CO/USA 

linkedin.com/in/patrickdspikes/ 

EXPERTISE

Complex Sales (B2B) Marketing

Account Mapping

Project Management

Email Campaigns

Digital and Print Design

Google and LinkedIn Ads

CRM Campaigns

INDUSTRIES

Technology

Information Security

Resorts

Retail Beverage

SKILLS

Expert level Adobe Suite

Hubspot

AI Tool Leveraging

Constant Contact

ActOn

Wix Admin

Squarespace Admin

WordPress Admin

Sugar CRM

Copper CRM

SalesForce

AWS Console

PROFILE

Successful Campaign and Marketing Specialist with 250+ projects in the technology sector supporting core business development initiatives through creative branding and campaign deliverables. I mix the content and illustrations into effective campaigns for the target audience, collaborating with teammates and vendors to craft the right messaging that ignites relevant interactions with prospects and stronger appointments for sales. Results-oriented, team building professional with extensive experience collaborating with Account Directors, Account Managers, Channel Management Reps and Subject Matter Experts (SMEs).

EXPERIENCE

Digital Marketing Specialist

EVOTEK, Solana Beach CA 2022-2024

Created compelling content for various purposes, including detailing services catalogs, sales pitches, and account reviews. Built effective communication regarding technology partners and developed Standard Operating Procedures (SOPs) to streamline content catalog creation processes for sales teams and managers.

- Collaborated with Account Directors, Account Managers, and SMEs to develop comprehensive content for services catalog, aligning with company objectives and client needs
- Crafted persuasive content for sales pitches, effectively communicating service value to prospective clients and contributing to new business acquisition.
- Contributed to account reviews by creating informative content that showcased the performance and effectiveness of services, and delivery of solutions
- Utilized HubSpot to disseminate communication concerning technology partners, ensuring timely and targeted outreach to relevant stakeholders.
- Developed Standard Operating Procedures (SOPs) for building a large content catalog, providing sales teams and managers with structured guidelines for accessing and utilizing marketing materials effectively.
- Demonstrated strong communication and collaboration skills in liaising with cross-functional teams to gather insights and information necessary for content creation.
- Delivered and maintained a high standard of quality and accuracy in all content produced, ensuring consistency in messaging and branding across various platforms.

Contract Marketing Campaign and Business Account Lead

Allied Reserves, Golden CO 2021 - 2022

Crafted sales messaging and branding to secure property condition assessment contracts with multi-million dollar home management companies, utilizing drone flight data.

- Crafted brand identity and created company site
- Gained new accounts selling SaaS application including 300,000 unit property management company anchored across seven states
- Cold call introduction of customers from lead list, setting appointments for online demos

Business Development and Marketing Campaign Lead

DirSec, Inc., Broomfield, CO 2014 - 2020

Directed all marketing campaigns, collateral, and website to meet business development goals. Responsible for company branding, business event marketing and management, vendor channel partner campaigns and social media marketing.

- Gained \$1.5 million in new sales with 5 new customers in one year by marketing and executing vendor showcase and other partner events
- Directly supported sales team by customizing presentations, executing email campaigns, and tracking customer leads from marketing events
- Contacted customers from lead list to set appointments

Marketing Manager and BDR Support

Global Technology Resources, Denver, CO 2012 - 2013

Supporting four Business Development Managers, responsible for managing all company-branded marketing materials including website and print products. Managed vendor relationships to build third-party materials for end users.

- Supported sales team and business development by creating customized product messaging for technology vendors
- Mapped key account interactions via email campaigns and CRM
- Led projects for technology virtual bootcamps

Principal Creative and Project Lead

Spikes Media Inc., Wheat Ridge, CO 2003 - 2014

Provided graphic design services to clients that included print and web design, branding and marketing, and securing vendor relationships on behalf of clients.

- Significantly increased profits of technology reseller by designing, organizing and promoting vendor-sponsored events utilizing email marketing campaigns and content management system
- Raised awareness of boutique wine and spirits producer by designing brand and website collateral
- Solidified brand and enhanced public image of ski resort by creating and managing comprehensive marketing collateral

Marcom Lead and Process Manager

CCX Corporation, Lafayette, CO 2002 - 2003

Mapped inbound account leads via CRM Responsible for managing all company-branded marketing materials including website and print products. Managed vendor relationships to build third-party materials for end users.

- Streamlined website management and improved visibility by implementing CMS and re-branding company website
- Supported sales team by designing customized product messaging for technology vendors
- Improved efficiency of marketing campaigns by creating workflow process

EDUCATION

AA, Rocky Mountain College of Art and Design

Texas A&M University - Commerce

720-810-7759

patrickdspikes@icloud.com

Arvada, CO/USA

[linkedin.com/in/patrickdspikes/](https://www.linkedin.com/in/patrickdspikes/)