

# Havoc Wolf

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## ADVERTISING MANAGER

*Leveraging masterful creative and leadership talent to dominate competitive markets*

Successful in coordinating integrated, cross-channel advertising campaigns for strategic brand initiatives. Skillfully liaise with graphic design, executive, and sales teams to define and penetrate global markets.

Talented in using Microsoft Office Suite, Adobe Creative Cloud, Google Analytics, and AdWords to develop dynamic content for social media, newsletters, external / internal communications, and marketing collateral.

### *Core Competencies*

Business Storytelling  
Public / Media Relations  
Direct Marketing

Strategic Planning  
Data Metrics / Analytics  
Negotiation

Project Management  
Social Media Advertising  
Online Marketing Funnels

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## PROFESSIONAL EXPERIENCE

ABC PREMIUM FOOD BRANDS, *Kansas City, MO*

**ADVERTISING MANAGER** (February 2014 – Present)

Spearhead development of marketing strategies for \$3.5M food distribution corporation serving global markets. Own leadership of all brand positioning, social media advertising, and content marketing initiatives.

*Notable accomplishments:*

- Successfully created aggressive multi-channel initiatives that led five corporate brands to first-place standing in global markets.
- Initiated novel lead generation campaign that increased customer base by 47%.

FINANCIAL MARKETING INC., *St. Louis, MO*

**MARKETING CONTENT STRATEGIST** (July 2011 – January 2013)

Created digital marketing content strategies to increase market presence of client law firms. Analyzed multi-channel development opportunities, drafted content calendars, and led creative teams in content production. *Notable Accomplishments:*

- Played a key role in helping 50+ law firms across the country to develop comprehensive digital marketing strategies.
  - Consistently produced project deliverables on budget within challenging deadlines.
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## EDUCATION

**LOYOLA UNIVERSITY NEW ORLEANS**, New Orleans, LA  
Bachelor of Arts in Mass Communication, concentration in Advertising

Expected May 2022