

# Corey Bauters

Actively pursuing any position in a dynamic and collaborative environment.

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Willing to relocate: Anywhere

Authorized to work in the US for any employer

## WORK EXPERIENCE

### **Campaign Media Manager - Volunteer**

Domita Sanchez, USofA Pageants LLC - Des Moines, IA - 2016-10 - 2017-11

- Create B2C or B2B integrated marketing campaigns with the aim of acquiring and retaining customers and viewers.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaign.
- Design, build, and maintain social media and website presence.
- Work within a budget and report any overspend.
- Write, edit and proofread copy for promotional materials.
- Ensure brand identity is adhered to in campaigns and in all communication channels.
- Manage the implementation, tracking and measurement of all marketing campaigns.
- Identify trends and insights, and optimize spend and performance based on the insights.
- Manage day-to-day relationships, budgets, creative projects and schedules.
- Planned both large and small scale events, including coordination of travel plans, hotel rooms, and provided assistance during pageant events.

### **Marketing Assistant**

Tradesmen Community Credit Union - Des Moines, IA - 2017-04 - 2017-05

- Assist CEO and Vice President with development and implementation of the overall marketing plan.
- Update website, electronic message board, voice response, social media, and 'on-hold' phone messages.
- Responsible for inputting, updating, company website and member banking login section.
- Create and coordinate quarterly newsletters and other promotional mailings.
- Assist, organize, carryout, and analyze promotional events for traditional or digital campaigns.
- Prepare written copy for the websites, social media, and other digital platforms.
- Coordinate, assist, evaluate with company banking database and electronic processing system overhaul.
- Administration and tracking of marketing initiatives. Track individual and credit union trends and successes.
- Maintain a working knowledge, plus updating software of all machines used by the Credit Union.
- Compiling and distributing analytical and statistical reports.
- Receive and process teller function transactions on a daily basis as backup to Assistant Branch Manager/Tellers.
- Provide account histories, check copies, and other information as requested by members.
- Process deposits, withdrawals and other banking transactions for members.
- Introduce new members to the platform and assist them with any balance transfers or other transactions.

### **Digital Producer**

Des Moines Register - Des Moines, IA - 2014-01 - 2016-11

- Established brand identity for the websites, promotional materials, projects, and social media sites.

- Directed and developed marketing along with social planning for special interest projects.
- Created strategic social media campaigns which increased engagement and reach.
- Designed and developed successful branding for the Trans Iowa project.
- Reported, tracked, and analyzed prototypes for user experience and overall branding dynamics.
- Managed homepage, story pages and high-traffic landing pages on desktop, mobile and tablet platforms.
- Directed flow of content and send breaking news banners, emails, and push alerts.
- Wrote digital headlines, summaries, and metadata for SEO hierarchy.
- Managed the assembly, formatting, and priorities of digital and print content to ensure quality control.
- Monitored real-time data using metrics, determine traffic patterns and direct changes, as well as social media posting.
- Planned, wrote, managed, and drove engaging social media posts on multiple platforms.
- Developed topical interactive quizzes and customized longform storytelling articles.

### **Design intern**

National Geographic KIDS Magazine - Washington, DC - 2013-06 - 2013-08

- Modernized NG KIDS Magazine Style Guide with graphics, sample pages, directions, and color treatment.
- Observed art director for color correction in photographs and copy editing pages within the color room.
- Update pacing guides for production and editorial team.
- Contribute concept and layout development, photo selection and production.
- Brainstorm ideas for new games for the FunStuff section.
- Worked closely with the Art Director/Designers, photo, editorial, and production team members.

### **Telephone Operator**

Indiana University-Purdue University Information Office - Fort Wayne, IN - 2010-05 - 2010-08

### **Resident Assistant**

IPFW Student Housing/American Campus Communities - Fort Wayne, IN - 2009-08 - 2010-08

## EDUCATION

### **Bachelor of Science in Photojournalism**

Ball State University - Muncie, IN  
2010 - 2013

### **Bachelor of Science in Graphic Design**

Ball State University - Muncie, IN  
2010 - 2013

### **Associate in Entrepreneurship**

Ball State University - Muncie, IN  
2010 - 2013

## SKILLS

Adobe Omniture, Brightcove Video Hosting, Chartbeat Analytics, Client/Staff Training Oriented, Customer Relationship Management, Google Analytics, Hootsuite, HTML5/CSS/JavaScript, Market Research Analysis, Media Marketing and Promotions, Project Management, SEO Strategy, Social Media Marketing, Strategic Planning, WordPress, Great Attention to Details, Effective Communicator, Easily Adjustable To Flexible Schedule, Friendly Personality, Problem Solving Experience, Exceptional Work Ethic

## LINKS

<http://coreybauters.com>

<http://coreybauters.com/resume.pdf>

<http://www.linkedin.com/in/coreybauters>

## ADDITIONAL INFORMATION

Interests: Marketing, Advertising, Social Media, UX/UI, Digital Publishing, Wordpress, Graphic Design, and Photography.