

BLAKE ESTEP

MARKETING MANAGER

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SUMMARY

Creative Marketing Manager with 10 years of experience in digital campaigns. Expert in strategy development, analytics, and optimizing performance to drive brand growth, market reach, and customer engagement. Strong leadership and communication skills aligned with business objectives.

PROFESSIONAL EXPERIENCE

OWNER/OPERATOR

05/2018 - Present

Encompass Graphics and Design

- Offer comprehensive graphic design, web design, and marketing solutions to small businesses by assessing client needs and delivering tailored strategies, resulting in enhanced brand presence and growth
- Craft and execute effective marketing strategies by utilizing SEO techniques, including keyword research and on-page optimization, to boost brand awareness and drive revenue growth for clients.
- Work closely with clients to identify their needs by conducting consultations and gathering requirements, delivering customized design solutions that achieve their goals and objectives.
- Oversee all business operations by managing projects, communicating with clients, and handling financial aspects, ensuring smooth and efficient business processes.
- Stay current with design and marketing trends and technologies by engaging in continuous learning and professional development, providing clients with the highest level of service and innovative solutions.

MARKETING MANAGER

12/2019 - 06/2024

Performance Insulation and Energy Services

- Designed and launched three new websites by overseeing development and implementing best practices, resulting in a significant increase in average monthly users on each site within six months.
- Implemented comprehensive SEO strategies, including keyword optimization and content enhancements, resulting in a 25% increase in website traffic.
- Developed and executed targeted ad campaigns on social media platforms, focusing on audience segmentation and engaging content, leading to 50% growth in followers and engagement.
- Managed multiple email lists and campaigns by creating targeted content and analyzing engagement metrics, which significantly increased email engagement and brand awareness.
- Developed and launched effective marketing programs by crafting strategies, coordinating with teams, and executing promotional activities, leading to an increase in sales revenue.

- Reduced marketing expenses by 25% by optimizing the use of project management tools for resource allocation and campaign planning, while maintaining campaign effectiveness.

GRAPHIC DESIGNER

03/2017 - 05/2018

Gensco

- Directed the creation of marketing materials, including logos and social media pages by crafting designs that maintained brand identity and visual coherence, enhancing overall brand presence.
- Built and sustained client relationships through needs assessments and personalized service recommendations, leading to high client satisfaction and repeat business.
- Assessed the effectiveness of marketing content by analyzing performance metrics and delivering insights to leadership, which informed strategic decisions and improvements.
- Exhibited strong organizational and communication skills while applying a deep understanding of branding and visual design principles, ensuring effective project execution and high-quality outcomes.

COMMUNICATIONS MANAGER

07/2014 - 11/2015

Northwest Yearly Meeting

- Executed a comprehensive website redesign and updates by applying advanced design techniques and performance enhancements, resulting in a 67% increase in click-through rates.
- Developed and established communication standards by streamlining processes and setting best practices for team collaboration, resulting in more efficient and effective teamwork.
- Showcased design and development expertise by creating responsive websites that addressed diverse user needs, demonstrating a high level of proficiency in both design and technical skills.
- Managed and executed targeted email marketing initiatives by designing and implementing effective campaigns, resulting in increased engagement and measurable success.

EDUCATION

Bachelor of Science in Liberal Arts, Portland State University

Graphic and Web Design Diploma, The Art Institutes

LICENSES AND CERTIFICATIONS

Digital Marketing Certification, General Assembly

Google UX Design Professional Certificate, Coursera

CORE SKILLS

SEO strategy development, keyword optimization, content enhancement, social media ad campaign management, audience segmentation, and engagement optimization, Effective Organization, Content Creation, Digital Marketing Strategy, Multiple Project Management, Social Media Marketing Strategy