

NATE KARTCHNER

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Profile

6+ Years Marketing Experience

Online Strategy: Paid Search - SEO - Affiliate Marketing - Email Marketing - Social Marketing

Management: Project Management - Employee Training - Cross-functional Leadership

Communication: Longtime Blogger - Experienced Presenter - Crack Copywriter

Attributes: Initiator - Creative - Leader - Customer Advocate - Innovator

Experience

Director of Marketing, Instructure, Inc. February 2011 - November 2011

Managed, trained and led the marketing department of a fast-growing startup. Responsible for developing and building all marketing programs from the ground up, including collateral, marketing automation, online marketing, and events/tradeshows.

- Developed multiple case studies with major university clients like Brown University and Auburn University.
- Key in planning and executing major events like Instructure's Blackboard World Party and Instructure's first-ever user's conference.
- Managed marketing programs that generated roughly 14,000 leads resulting in nearly 600% revenue growth over a 9-month period.

Marketing Manager /Social Media Evangelist, Mozy, Inc. May 2007 - February 2011

Relaunched and oversaw two separate affiliate programs, ran all paid search campaigns, and hired, managed, and directed Mozy's SEO team. Interviewed, trained, and managed Mozy's current paid search and affiliate managers. Also managed Mozy's brand presence on all major social media channels including YouTube, Facebook, Twitter, and the corporate blog, and directed all viral and word-of-mouth marketing programs.

- Increased paid search revenues by 50%.
- Relaunched and managed Mozy's struggling affiliate programs and within a year, they were the largest source of gross revenue for Mozy's consumer product.
- Optimized Mozy.com to rank in the top 5 for competitive terms like online storage and online backup.

Internet Marketing Coordinator, Sewell Direct March 2005 - May 2007

Managed virtually all aspects of Sewell's Internet marketing, including pay-per-click marketing, external SEO, email marketing, and comparison shopping engine optimization.

Portfolio



bit.ly/mzyfaf



bit.ly/bbwldcrsh



bit.ly/backup



bit.ly/petabte



bit.ly/utahsma

Education

Brigham Young University — BA English, 2007

Skills

Web Languages: CSS, PHP, HTML

Design Software: Adobe Photoshop and Dreamweaver

PPC platforms: Google AdWords, Yahoo! Search Marketing, Microsoft AdCenter, Facebook

Blogging software: Wordpress, Blogger

Social Media: Twitter, Facebook, YouTube, Flickr, LinkedIn, Quora,

Web Analytics: Google Analytics, Omniture

Referrals

Multiple references available upon request.