

RICHARD "TRES" CROW

Experienced Creative & Marketing Team Leader

ABOUT ME

I am an experienced marketing and sales executive, with extensive skill getting powerful results from small to medium-sized teams. Having worked successfully in various areas of the sales and marketing funnel--as a chief marketing officer, copywriter, and graphic and web designer--I have a far-reaching perspective on the marketing needs of organizations of all sizes, and the process of bringing new products and ideas to market.

CONTACT DETAILS

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ACHIEVEMENTS

Skyfire

- Grew annual revenue by 3x
- Oversaw first profitable year ever
- Increased daily lead flow by 10x
- Helped close \$400k round of seed funding

Small Business Development Center

- Created several original marketing presentations

Walkabout

- Built company with less than \$10k in seed funding
- Turned a profit by Y2, and sold company by Y4

The Ritz Group

- Grew membership by 10% YoY

EDUCATION

University of West Georgia

Master of Business Administration, 2012

- Inducted into prestigious Beta Gamma Sigma business fraternity

University of Michigan

Bachelor of Arts in History, 2003

EMPLOYMENT HISTORY

Chief Marketing Officer

Skyfire Consulting | 2017 - 2019

- Developed and implemented branding and marketing strategy, including corporate website, all social channels, blogging, video, SEO/SEM, trade show events, and all print materials.
- Developed and implemented sales strategy, coordinating lead flow between marketing, sales, and operations. Worked with outside contractors and stakeholders to implement strategic vision.
- Grew revenue by 3x, and lead flow by 10x, contributing to the company's first profitable year ever, and seed round of investment.

Business Consultant

Georgia State University Small Business Development Center | 2015 - 2017

- Worked with university and government stakeholders to help over 100 small businesses find funding, develop business plans, and develop and grow their revenue models.
- Created and presented monthly workshops on marketing and business operations to audiences of 10-25 business owners.

Chief Executive Officer, Co-Founder

Walkabout | 2014 - 2017

- Conceived of the product and brought it to market. Worked with CTO to develop and expand product features.
- Designed and managed all sales and marketing efforts across digital and print media, including: corporate website, social channels, email campaigns, and outbound sales efforts. Built and managed team of 3.

Marketing Coordinator

The Ritz Group | 2013 - 2014

- Grew and managed the paid membership community of 400 people.
- Designed and maintained the company website, and social media accounts.
- Organized the monthly networking events, and hosted Ritz Group podcast.

Assistant Branch Manager

Chase Bank/Flagstar Bank/First Tennessee Bank | 2007 - 2013

SKILLS AND ABILITIES

- Managing creative teams
- Brand design and implementation
- Marketing/Sales strategy design and implementation
- Copy writing
- Editing
- Web design
- SEO and social strategy design and implementation
- Microsoft Office Suite
- Adobe Creative Suite
- Canva
- G Suite products
- Hubspot
- Squarespace, Wix, Wordpress