

JOSH ROHLOFF

www.joshrohloff.com

EDUCATION

Texas A&M University, College Station, TX
Bachelor of Business Administration in Marketing

December 2017

WORK EXPERIENCE

Amazon, Seattle, WA July 2020 – Present
Amazon Hub is a portfolio of products that provide customers with a safe and secure pickup option for Amazon deliveries.

Associate Marketing Manager

- Manage the sales pipeline for Amazon-owned advertising channels and conduct vendor outreach
- Execute sampling, Locker wraps, and digital activations on behalf of advertisers
- Lead advertiser social media influencer campaign strategy
- Develop an experiential event strategy for Amazon Hub sites
- Unlock new advertising channels and partners
- Launch Amazon Hub in Turkey, the United Arab Emirates, & Saudi Arabia and own the B2C go-to-market strategy
- Oversee the redesign of the Amazon Hub B2B landing pages in North America & Europe

Pinot's Palette Franchise, LLC, Houston, TX January 2018 – March 2020
Instructor led paint and sip/craft classes with over 130 international franchise locations and a strong E-commerce presence

Marketing Manager

February 2019 – March 2020

- Led all creative development efforts for new product launches, seasonal campaigns, video content, digital ads, and social media graphics
- Supervised content writers, graphic designers, photographers, and videographers and planned photo and video shoots
- Monitored national brand compliance and awareness and collaborated with a public relations agency on quarterly campaigns
- Managed paid search and display advertising vendors and reviewed analytics to increase online bookings and lead generation
- Oversaw local listings and online reputation management for all locations through Yext and Google My Business
- Provided marketing training and business consulting to over 130 franchise locations across the United States & Canada
- Directed all franchise development marketing efforts and hosted Discovery Days 2 times a month for prospective franchisees
- Transitioned 1.4 million email contacts from 130+ subaccounts in Emma to Oracle's Bronto and launched new campaigns

Marketing Coordinator

January 2018 – February 2019

- Executed transition of franchise development CRM to Salesforce, implemented Salesforce Engage, and set up Pardot drip campaigns and marketing automation
- Researched new markets and customer personas using Experian's Mosaic USA lifestyle segmentation tools and assisted with site selection by using mobility analytics from eSite Analytics
- Organized all images and video content with the Canto & Webdam (Bynder) digital asset management (DAM) platforms and coordinated the asset production process using Asana's project management software
- Edited WordPress website content to improve SEO and scheduled social media posts through Sprout Social

Marketing Intern

June 2017 – July 2017

- Examined 150+ page Buxton market segmentation reports for franchise locations and developed 1-2 page toolkits for specific Buxton customer mosaics for franchisees to use
- Conducted a focus group of 10 customers and surveyed customers from 6 regions of the United States to obtain insights on customer buying habits and painting preferences

CERTIFICATIONS

Hootsuite Platform Certification, Google Analytics Individual Qualification, Google Ads Search Certification