

SEAN SCHIMMEL  
1932 Indian Trl, Steamboat Springs, CO 80487  
(608) 215-3704  
seanschimmel@gmail.com

## Qualification Summary

---

Business Administration graduate with a broad range of business experience, including sales, marketing, real estate, retail, administration, management and customer service. Looking to make a positive impact on people around me.

## Professional Experience

---

### **Head of Marketing, Launch Together Marketing, Doral, FL**

**September 2020 - Present**

Lead generation marketing company in construction industry with around \$700,000 in revenue

- Implemented digital marketing strategy; increased main website traffic over 230% and leads 240%.
- In charge of email campaigns, pay per click and SEO consultants, website development, and overall budget.
- Created automated daily and monthly dashboards, tracking budget and other key analytics sourced from Google Analytics, Facebook, Google Ads, internal CRM, etc.
- Monitored and achieved monthly targets within budgeted ROI metrics through effective SEO and SEM strategies.
- Managed ~\$20k per month ad spend primarily on Facebook and Google.

### **Digital Marketing Manager, Moving Mountain, Steamboat Springs, CO**

**June 2016 - September 2020**

Luxury property management company with around 20 full time employees and around \$6,000,000 in revenue

- Increased website traffic over 150% and generated annual online reservations of over \$1million from \$0.
- In charge of property distribution, bi-weekly email newsletter, 2 photographers, content writer, PPC specialist, SEO specialist, website development/improvement, and overall marketing budget.
- Implemented content calendar and company brand standards.
- Developed and implemented 5 new websites to improve overall company performance.

### **Marketing Director, Simply Steamboat, Steamboat Springs, CO**

**June 2012 – May 2016**

Small property management company with 5 full time employees and around \$350,000 in revenue

- In charge of all marketing activities, including, advertising (print, social media, web, pay per click ads), website maintenance, blog maintenance, and sales.
- Helped the company grow in revenue each year through sales and marketing campaigns.
- Created tracking systems to monitor sales and marketing efforts for effectiveness.

## Education

---

### **University of Denver, Denver CO**

**June 2007**

- B.S. in Business Administration: Real Estate/International Business

GPA, 3.65

### **International Student Program, Copenhagen, Denmark**

**Fall 2005**

- Completed intensive course-work relating to the European Union (EU), International Marketing, and International Communication

## Additional Information

---

- 2018 Mountain Travel Symposium Young Leader Summit
- 2018 Steamboat Springs Leadership Class
- 2013 - 2019 - Soccer Goalie coach for ages 7-18
- 2019 - Digital Marketing Class at CMC
- 2018 - 2020 - HOA President - Powder Ridge Homeowners' Association
- Software knowledge - Microsoft Office Suite, Google Suite, Sales Force, Pardot, Mailchimp, Photoshop, Wordpress, Drupal, HTML, Facebook ads, Google ads, Tag Manager, and Screaming Frog.