

Shad Barnes

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MARKETING / NEW MEDIA EXECUTIVE

- Digital Marketing Innovator with Expertise in Branding, Social Media & Business Development -

Professional Summary

Innovative marketing professional and leader with over fifteen years of progressive experience strategically leveraging communication to drive revenue and increase profitability. Extensive expertise utilizing new media and analytics to solidify branding, engage customers, influence prospects and tell stories that elicit powerful responses. Passionate about crafting compelling interactive experiences for targeted consumers that map to business objectives and financial results.

Exceptional knowledge of social media, website production technologies, media planning, campaign optimization, traditional marketing and managing multiple agencies/departments/contractors toward common objectives.

Core Competencies

- Superior Presentation Skills
- Copy Writing & Editing
- Creative Thinking & Action
- Business Strategy
- Social Media Expert
- Innovation & Idea Exchange
- Team Building/Hiring
- Email Marketing
- Content Strategy
- PR/Advertising/Media Buying
- Digital Commerce
- Web Analytics & Reporting
- Web Design & Development
- SEO/SEM
- Graphic Design

Professional Experience

Oregon Lottery

2012-Present

Digital Marketing Manager

The Oregon Lottery is a state-run entertainment enterprise generating more than \$1 billion in annual revenues and contributing nearly \$900 million per biennium to voter-approved beneficiaries. Routinely awarded for innovation in marketing and consumer communications and is recognized as one of the leading lottery jurisdictions in the world.

Management of the Oregon Lottery's overall online success by creating and executing a digital marketing strategy that supports marketing, revenue and business objectives while serving as the embodiment and voice for the brand online. Versatile familiarity with the online space, traditional marketing, digital media and mobile strategy all converged to create and support Oregon Lottery campaigns, initiatives and brand building.

- 6% product sales increase year over year since assuming leadership of digital marketing strategies.
- Created exponential online growth exceeding all monthly, quarterly and yearly KPIs and goals. Average 700,000 unique sessions, 2.2 million overall digital impressions and an average monthly Facebook post reach of 9 million.
- Management of internal online marketing staff as well as day-to-day workload with multiple advertising agency partners.
- Budgetary responsibilities over a \$2.2 million per year annual digital media and production spend.



Courthouse Fitness/Courthouse Athletic Clubs **2001-2013**
Vice President – Technologies & Marketing Communications

Established in 1977 Courthouse Athletic Clubs is a nationally recognized industry leader and locally-owned chain of forward thinking health & fitness clubs. Five full service facilities and a tennis center consists of 400+ staff members serving over 20,000 residents of Salem, Oregon and surrounding communities.

Diverse job scope and skill set overseeing all IT operations, collaborating internal and external marketing (digital, traditional, social, etc), and customer retention efforts. Developed and maintained online presence and strategy including web design, email marketing, social media, SEO, SEM, pay per click, mobile, scheduling, employee portals, online training tools, videos, registration, ecommerce, etc.

- Identified cost effective marketing opportunities and modified overall branding strategy resulting in member base growth from less than 11,000 to over 20,000 in a 10-year span.
- Collaborated an unparalleled era of growth as profitability increased by over 60%.
- Managed of an average \$200,000+ advertising budget per year.
- Directly managed of 60+ internal staff members and 40+ vendor/freelance relationships.

Emerge Development/Quik Internet **2000-2002**
Owner/Marketing Manager

Created and followed strategic business plans to build market share in a full service web development company and ISP. Created web sites, written content, branding, promotional content, SEO and pay per click strategies for more than 200 local and regional organizations and businesses.

- Provided leadership and direction in steering all phases of a start up company.
- Lead graphic artist and web developer employing use of Adobe Photoshop, HTML and multiple coding formats.
- Developed attractive, effective advertising across multiple media (print, web, television, radio).
- Stayed on the cutting edge of industry trends and often times introduced those trends to an emerging market.
- Managed and collaborated with creative agencies, photographers and advertising firms for 30-40% of our design products and marketing campaigns.
- Effectively communicated highly technical subject matter to a very non-technical audience on a daily basis.

Skills

General:	Word, PowerPoint, Excel, Project, Visio
Web Analytics:	Google Analytics, WebTrends
Content Management:	Wordpress, Drupal, Sitefinity
Design & Publishing:	Photoshop, Illustrator, InDesign, Acrobat, PremierPro, After Effects
Marketing Automation:	Hootsuite, Falcon Social, Act-On
Search Engine	Adobe/Omniture SearchCenter, Media Optimizer, Target, Google Analytics
Technical:	HTML, CSS, JavaScript, jQuery



Service

Boards, Committees, Fund Raising:	Boys & Girls Club of Salem, Battle Creek & Schirle Elementary PTC
Emcee/Auctioneer:	Schirle Elementary PTC, BurgundyFest, Ladybug Run, Keizer Iris Festival
Coach/Volunteer:	Special Olympics Oregon
Youth Sports Coaching & Mentoring:	Boys & Girls Club, KYBA, CBA, Upward
Member:	University Club of Salem
Keynote speaker, moderator and contributor:	IHRSA, NASPL, FitLife, Social Media Marketing World, WOU Athletics
Member:	University of Oregon Alumni Association
Member:	Oregon Club of the Willamette Valley

Education

University of Oregon	BA Journalism & Communications, Electronic Media
Linn-Benton Community College	AA General Studies

Recent Awards

“OPGR.org” - Best Problem & Responsible Gambling, Digital Advertising & Electronic Media - Creative Director, Web & UX Development, Media Planning, SEO – Shad Barnes : North American State & Provincial Lotteries (NASPL) 2015 Ralph Batch “Batchy, Best of the Batch” Award. This award recognizes the best overall execution of a branded digital campaign communicating problem and responsible gambling. Awarded from six finalists representing the US and Canada. The strategic plan, vertical integration, creative and media planning were recognized by NASPL as “innovative and the future of RG/PG outreach”.

“Coming Home” – Best TV Advertising for Corporate/Beneficiary – Creative Consultant, Digital Placement – Shad Barnes : North American State & Provincial Lotteries (NASPL) 2015 Owen Hickey Award. This award recognizes the best overall execution of branded corporate or beneficiary advertising for television. Awarded from four finalists representing the US and Canada.