

eric CAPEHART

SALES-ORIENTED BRANDING & MARKETING

contact@ericcapehart.com | (480) 385,8437 | 14914 S. Beckenbauer Ave. Herriman, UT 84096 | ericcapehart.com

Who I Am

Throughout my career I have gained a wide array of marketing and business growth experience utilizing outlets including creative design, CRM technology, and workflow management. My skills are based around the principle of content with a purpose. It's my strong belief that creative content and technology should exist to complement one's ability to strategically engage with an audience.

How I Progress

Along with a strong creative spirit, I have an avid desire for self-growth. Whether it be about branding, creative content or personal development, it's not uncommon to find me consuming content in the form of a new book, podcast or video series to expand my horizons. I'm always looking for opportunities to share the wealth of knowledge and creativity I've developed. Most important of all, I get energized by providing others the resources to fulfill their potential.

Skills

- Leadership and Management
- Public Speaking and Instructional Design
- Strategic Implementation
- CRM Administration and Enhancement
- Creative Media Production

Experience

+ Academy Mortgage Corporation

Manager, Marketing Systems & Support April 2019 | Current

Company-wide management, support and development of CRM platforms.
Collaboration with marketing technology vendors.
Strategic implementation, training and execution of marketing tools.
Direction and oversight of corporate-level Marketing Support team.

Field Marketing Manager June 2017 | March 2019

Creative and strategic project planning and management.
Ongoing training to enable use of marketing systems and strategies.
Provide first-tier support for field initiated marketing endeavours.
Analyze outcomes of marketing initiatives.

Regional Marketing Project Team Lead Nov 2016 | June 2017

Direction and oversight of Regional Marketing team.
Implementation of sales and marketing initiatives.
Cultivation of local brand presence in the Southwest Region.
Design and instruction of sales and marketing training.

Marketing Coordinator Sept 2015 | Oct 2016

Localized visual brand coordination and design.
Graphic and print design for internal and external clients.
Production of video marketing collateral.
CRM management for 100+ sales associates.

Education

+ Northern Arizona University 2018

BAS - Administration
Marketing Emphasis

+ Estrella Mountain Community College 2013

CCL - Small Business Administration

+ Conservatory of Recording Arts & Sciences 2008

Certificate of Completion
Various Industry Certifications