

eric CAPEHART

ERIC CAPEHART | SALES-ORIENTED 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 design, technology, and workflow management. My skills are all based around the principle of content with a purpose. It's my strong belief that any content and technology should exist to complement one's ability to strategically engage with an audience.

How I Progress

Along with a strong creative and strategic 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
- Brand Design
- Public Speaking and Instructional Design
- Strategic Implementation
- CRM Administration and Enhancement
- Creative Media Production

Experience

Senior Manager, Marketing Systems & Support August 2020 | Current
Academy Mortgage Corporation

Discovery of systematic ways to increase the efficiency and scalability of proven practices by adapting the tools to Loan Officers.

Creation of practical execution models for business-generating use of marketing tools and tactics combined with execution strategy for field marketers.

Use of systems to fulfill the simple tasks that set the stage for a winning conversation.

Manager, Marketing Systems & Support April 2019 | August 2020
Academy Mortgage Corporation

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
Academy Mortgage Corporation

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
Academy Mortgage Corporation

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.

Education

Western Governors University 2021
Masters of Business Administration | In-Progress

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 Trade Certifications