

Colton Rice

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QUALIFICATIONS

Five years of diverse marketing experience, including content creation, campaign planning, execution, and analysis. In depth experience planning promotions and production calendars for email, social, and paid search, and public relations campaigns across ecommerce and outdoor travel industries.

EMPLOYMENT

Account Manager, Alta Ski Area — Outside Media

September 2016–Present

Responsible for planning, executing, and optimizing all summer and winter marketing campaigns for Alta Ski Area. Duties included managing Alta's official website, email and social media channels, content production, SEO/SEM and paid media strategy and campaigns, and athlete/influencer programs. Instituted a new video series on social media channels, and increased storytelling efforts, nearly doubling Facebook and Instagram engagement. Took Facebook from 25k page likes to 36k page likes and grew Instagram followers organically by 10k in under a year.

Account Manager, Tordrillo Mountain Lodge — Outside Media

September 2016—May 2017

Responsible for social media, email marketing, public relations, and content production. Planned and coordinated a sweepstakes and athlete trip with K2 sports to grow email database and increase engagement. Oversaw the creation of a brand video and its dissemination to the public. Inclusive media trip planned and executed to get exposure and content out new lodge renovations and 10th anniversary.

Email Marketing Coordinator — Backcountry.com

Sept 2015–Sept 2016

As a member of the Email Marketing Team, I planned, executed, and optimized email marketing campaigns for Competitive Cyclist and Backcountry.com. Responsibilities included planning and maintaining the promotional calendar, cross-department coordination for campaign assets, developing A/B tests, and reporting on channel results.

Marketing Manager — Backcountry.com

Feb 2015–Apr 2015

Drive strategy, planning, and analysis for all marketing channels and promotions on Steepandcheap.com, Chainlove.com, and Whiskeymilitia.com.

Flash Sales Merchandiser—Backcountry.com

Aug 2013–Sept 2015

Daily operations of Steepandcheap.com, Whiskeymilitia.com, and Chainlove.com.

Account Manager—Zillow.com**Jun 2013-Aug 2013**

High-volume client management and lead generation. Utilizing SEO principles to increase Google page ranking.

Marketing Intern—Keen Footwear

Jun 2012-Aug 2012

EDUCATION

WASHINGTON STATE UNIVERSITY

August 2009 – May 2013

Bachelor of Arts, Marketing. GPA: 3.48

- Washington State University President's Honor Roll 2012-2013
- Washington State University Marketing Club - President
- Mu Kappa Tau National Marketing Honor Society Member – Faculty Nominated
- Google certified: Advanced Analytics

SKILLS

Experience with a variety of marketing-related technologies, including: Facebook Business Manager; Adobe Marketing Cloud; Adobe Photoshop; Adobe Dreamweaver; JIRA; Photography/Videography; HTML; Salesforce.com; Microsoft Office: Microsoft Excel; Omniture, Oracle Business Intelligence; MyEmma; BlueHornet; Google Analytics; Google AdWords.