### Jason Koivu

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##### Summary of Qualifications

Over 15 years of accomplished marketing and sales experience in the highly competitive software, homebuilding, and retail sectors including developing and executing forward-thinking marketing strategies that have consistently increased product exposure, brand recognition, sales revenue, and profitability. Proven proficiency in developing a network of strategic partners, managing social media channels and optimizing different advertising mediums to connect with new and existing markets with knowledge of contract negotiations and budget management. A highly customer-centric problem solving professional with relationship and team development skills who is self-motivated, works well under pressure, enjoys new challenges and is dedicated to the demands of a constantly changing profession.

**Areas of Expertise:**

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| --- | --- | --- |
| * Sales/Marketing Strategy
* Profit & Loss Management
* Event Planning & Execution
* Public & Media Relations
* Competitive Analysis
 | * Team Training & Development
* Competitive Product Positioning
* Consumer Trend Analysis
* Reaching Target Markets
* Public Speaking
 | * Brand Management
* Social Media Marketing
* Strategic Business Planning
* Advanced Communication Skills
* Technologically Savvy
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# Professional Experience

Innovative Routines International, Inc., Indian Harbor Beach, FL 2012 -Present

Marketing Manager

* Managed all B2B and B2C marketing, communications and lead generation activity for this global independent software vendor with resellers in over 50 countries.
* Created marketing collateral, battle cards, brochures, fliers and web content on a constant basis using Adobe Creative Suite 5 including Illustrator, Photoshop, Fireworks, and InDesign.
* Modernized and directed all online content for website, company blog, 3rd party websites and social media portals with experience in design, HTML, Adobe Dreamweaver, and SEO optimization.
* Developed and maintained all Google Adword, Bing, and Outbrain campaigns, researched targeted keywords, and analyzed all resultant data to drive decisions for future advertisement spends.
* Recorded, directed and edited product demonstration videos using Camtasia.
* Drafted press releases for distribution over news wire services and all online portals.
* Created power point presentations used around the world for global resellers, partners, thought leaders, solution providers and Gartner featuring the company and products.
* Managed email campaigns, quarterly newsletters, and reseller communications. Developed familiarity with SalesForce, Hub Spot, and Eloqua for campaigns and CRM processes.

Serving Brevard Realty, Merritt Island, FL 2008 - 2012

Realtor

* Provided expertise and knowledge to customers looking to buy or sell real estate in Brevard County.
* Created personal branding strategies through print, direct mail and online channels which included extensive use of social networking tools like Facebook, Twitter, Hootsuite, landing pages and blogs.
* Funneled traffic to lead generation tools and blogs through the use of craigslist advertisements, QR Codes, YouTube, virtual tours and other online marketing strategies.
* Used Google Analytics, Google Adwords and SEO strategies to maximize web exposure and increase acquisition of potential customers, increase business and build personal brand recognition.
* Closed real estate deals to be a million dollar-producer and rank in the top 20% of agents in the county.
* Negotiated sales contracts, listing agreements and other contracts for customers and business purposes.

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Holiday Builders, Melbourne, FL 2007 – 2008

Director of Marketing

* Directed, managed and coordinated $6.8 Million marketing budget and marketing functions for this $235 Million residential construction firm located in the Southeastern United States.
* Maximized strategic partnerships and alliances with media buyers, advertising agencies, internet partners, broadcasters, publishers, sports team affiliates, suppliers and public relation outlets.
* Launched the most successful division in recent company history in Columbia, SC by developing and executing marketing strategies and overseeing all events to beat previous pre-sales records.
* Orchestrated all company events including grand openings, Realtor functions, trade shows and the annual Realtor Gala in Dallas, TX.
* Analyzed demographic and psychographic data from internal and external sources to develop buyer profiles for all new communities.
* Innovatively developed the model sales center for the 70 new home communities throughout the company network to better feature the brand, the products and the communities.
* Protected all website assets daily. Instrumental in the new website that launched January 2008 including design direction, back end integration of internal databases, landing pages and enhanced functionality.

KB Home, Vero Beach, FL 2004 – 2007

Marketing Director (2005-2007)

**Studio Director / Design Consultant (2004-2005)**

* Managed $2.2 Million marketing budget and all marketing programs of this $100 Million division which built homes for multiple customer bases in the Treasure Coast of Florida.
* Promoted through a series of progressively responsible positions from Design Consultant to Studio Manager, Studio Director and Marketing Director.
* Developed and executed the division’s advertising, promotional and special event campaigns, which included negotiating contracts and placing/purchasing all print, magazine, radio, online, banner ads, billboards and mixed media opportunities.
* Partnered with sales leadership to provide competitive market analyses on all communities and develop pricing and promotional strategies to enhance sell-through rates.
* Organized comprehensive training programs for studio design consultants and studio design assistants, which became the basis for a state-wide on-boarding program for all new studio employees.
* Planned and executed all events including division meetings, grand openings, annual home owner appreciation day, home owner seminars, Realtor functions and open houses.
* Increased community traffic by 118% through a diverse range of Realtor participation initiatives, targeted marketing campaigns, and special events, easing the transition from the busy season to the slow season.
* Creatively developed the highly successful Hot Spot Inventory Campaign to increase traffic by 30% to more than 300 units per week and achieve an average of 20+ home sales per week.
* Improved inventory sell-through rate by six months, beating corporate expectations in a declining market.
* Generated more than $13 million in annual revenue and $4.3 million in profits exceeding projections as Studio Director and ranked 4th out of 30 divisions in design option sales.

# Academic Background

**B.A. in Business Administration-Marketing 2011** 3.71 GPA

Florida Institute of Technology, Melbourne, Florida

*Magna Cum Laude Graduate*

**B.S. in Microbiology 1993-1997**

Auburn University, Auburn, Alabama

*Award-Winning Yearbook Editor (1996-Glomerata), Circle K Service Organization, Treasurer Honors Student Congress*