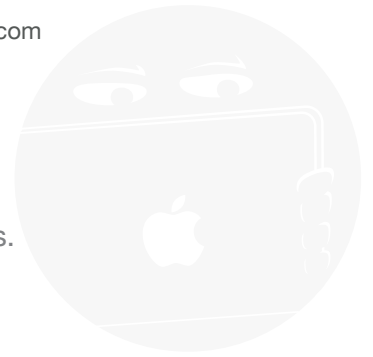


Troy M. Best

BRAND MARKETING

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WHO

Work-In-Progress: Gets up when knocked down and learns from successes and failures.

Creative Leader: Revels in unique, new, and ready to push boundaries to reach goals.

Determined: Loyal, committed, and ready for an adventure.

WHAT VALUE CAN I ADD TO WOLVERINE

- Proven track record of advancing a company's business goals.
- Demonstrated proficiency in strategic marketing & brand initiatives.
- Experience in consumer packaged goods, retail, and trade Associations.
- Strong communication skills; able to communicate clearly and in a compelling manner to various audiences, peers, and senior leaders.

WHEN / WHERE

Independent Contractor

Brand & Digital Marketing

January 2022 to Present

AIRS, Inc. Newaygo, MI - Brand management, strategy, web development & web planning.

The Green Home Institute, Grand Rapids, MI - Brand strategy, identity, PR management.

The Image Shoppe

Vice President Client Relations

September 2003 to December 2021

As business owner, web/digital lead, account, and project manager, I worked directly with business owners and stakeholders to direct marketing strategy, brand, and creative. The state's first B-corporation advertising agency providing brand marketing consultation, support, and creative production in all areas of marketing.

- Cut print production costs 24% annually for second largest county road commissions in Michigan with brand strategy and brand update.
- Five "Best of Show" awards were won for client trade show participation.
- Grew Facebook followers from 1,200 to 45,000 for a popular Midwest dairy processor's Facebook page.
- 7% increase in fitness chain new memberships with monthly digital and traditional campaigns.
- 35% increase in lead inquiries with brand marketing automation strategy for campground & resort marketing platform.

WHY I WANT TO WORK AT WOLVERINE

- To be part of a community of adventurers, outdoor enthusiasts, and real people who desire to provide the tool(s) that fuel positive experiences.
- A company that demonstrates performance & lifestyle innovation by recognizing market needs and delivering on community, quality, and features.
- The authentic culture that rewards quality work, develops talent, and provides for continuous improvement. Your commitment to "better".

HOW

Brand/Branding

Audit, Discovery
Mission, Vision, Values
Message Hierarchy
Positioning
Persona/Audience
Creative Brief
Naming/Renaming
Identity/Logo
Strategy
Brand Manual
Style Guide

Leadership

Mentor/Coach
Team Development
Performance Review
Contractor/Vendors
Agency/Freelancer
Production/Development
Presentation
Networking
Account Management
Sales Performance
Reporting

MarTech

Customer Relationship (CRM)
Google Analytics
Search Marketing (SEM)
Search Optimization (SEO)
Content Management (t)
Microsoft Office
Adobe Creative Suite
Project Management
Campaign Email

EDUCATION

Bachelor of Science

Health Communications, 1995
Grand Valley State University

Educational experience in advertising, communications, graphic design, marketing, and public relations.