**Troy M. Best**Grand Rapids, MI • (616) 889-4965 • best.troy.m@gmail.com

DEDICATED MARKETING MANAGER

Marketing Strategy • Brand Strategy • Creative Marketing Manager • Messaging Hierarchy Agency Director • Audience Positioning • Content Management • Search Engine Marketing (SEM) Analytics • Cross-Functional Initiatives • Supervision • Marketing Automation

WORK EXPERIENCE

**GuidePoint Security**, Herndon, VA Jun 2022 – Present

GuidePoint Security (GPS) is a privately held value-added reseller focusing exclusively on cybersecurity. GPS assists the nation’s top organizations, including Fortune 500 companies and U.S. state and federal agencies, to identify threats, optimize resources, and mitigate risk.

Growth Marketing Manager, Grand Rapids, MI
Manage the largest lead generation monthly webinar, integrated marketing operations, corporate social media channels, and the B2B social advocacy engagement platform.

* Develop annual strategic plans, monthly and quarterly reporting, and implemented KPI dashboards for social and advocacy programs.
* Driving social KPI increases in corporate engagement (+75%), corporate total followers (+40%), advocate engagement (+60%), and advocate shared posts (+100%) over the last 10 months.
* Increased the most popular monthly webinars' year-over-year attendance by 30% and registrations by 40% in 2023.

**Marketing Consultant**Independent marketing contractor engagements.

Green Home Institute, Grand Rapids, MI Jan 2022 – May 2022

Non-profit green building education and resources organization.

* Brand marketing strategy
* Brand identity

Advanced Interactive Response Systems, Inc., Newaygo, MI Dec 2021 – June 2022
AIRS develops oxygen therapy, safety, and oxygen monitoring medical devices.

* Brand management & strategy
* Website development & planning

**The Image Shoppe**, Grand Rapids, MI Sep 2003 – Dec 2021
Michigan’s first B-corporation advertising agency providing brand marketing consultation, support, and creative production in all areas of marketing.

Vice President of Client Relations

* Raised lead inquiries by 35% through brand and marketing automation strategies.
* Managed 20+ client accounts simultaneously.
* Spearheaded incremental selling, presentations, reporting, and daily project management.
* Led brand and account development, including executive planning sessions.

Director of Web & Digital

* Grew Facebook page likes from 1,200 to 45,000 followers for a Midwest dairy processor.
* Increased fitness chain new memberships by 7% through digital and traditional campaigns.
* Optimized online membership web platform after leading client membership, marketing, and consultant teams through a cross-functional digital brand planning process.

Owner/Partner

* Increased web and digital monthly revenue by 11% securing additional digital service lines and website management agreements.
* Collaborated with business owners and stakeholders on marketing, brand, and creative strategy.
* Hired and managed website developers, digital technicians, copywriters, and third-party resources, including social media managers, SEO agencies, and media partners.

**DigiBiz Design**, Grand Rapids, MI Jul 2003 - Sep 2003

Design and marketing contract services that included consumer packaged goods, manufacturing, retail, and professional services. Projects included private-label bottled water label design development, sales presentation, point-of-sale, trade show planning and graphics, out-of-home advertising, and packaging.

**Country Fresh, Inc.**, Grand Rapids, MI Nov 1995 - Jul 2003
Dairy and ice cream food processor, Country Fresh had manufacturing facilities in four states and was owned by Dean Foods.

Communications Coordinator

* Directed internal and external communication activities, as well as corporate support for the processor’s facilities, retail customers, food service customers, and community/consumers.
* Instrumental in new product introductions, packaging artwork, and product photography.
* Designed and produced point-of-sale, coupons, trade advertising, and sales presentation materials incorporating IRI and Nielsen Data.

EDUCATION
Grand Valley State University, Allendale, MI Bachelor of Science, Health Communications

TECHNOLOGIES
Technology Stack: Adobe Creative Suite, Basecamp, BrightTalk, Constant Contact, ECWID, ExpressionEngine, Facebook, Figma, FileCamp, Google Search & Analytics, Hootsuite, HubSpot, LinkedIn, Mailchimp, Marketo, Meta Business Manager, Microsoft Office, Oktopost, OptinMonster, Rollworks, Salesforce, Shopify, SEMrush, SharpSpring, Slack, Smartsheet, Squarespace, TeamWork, Twitter, QuickBooks, Wistia, Wix, WordPress, Workfront/ProofHQ, Zoho, Zoom