

Resume



Chip Souza

Phoenix, Arizona
602-456-4779

I'm at my best when developing strategies & best practices with progressive thinkers.

chip@chipsouza.com

Project Management

Advanced (15 years)

Sales & Marketing

Advanced (8-10 years)

Relationship Management

Advanced (8-10 years)

Web Design

Advanced (8-10 years)

Digital Strategy

Intermediate (5-7 years)

Educational:

University of Phoenix
Kent State University
Full Sail Recording Engineer
University of Akron

Web Properties:

www.chipsouza.com
www.neurodope.com
www.roqnrol.com
www.taxidigitalmarketing.com

COMPETENCIES

Planning and implementing multi-channel marketing strategies for client brands. Creating innovative ideas that tie web, mobile, email, search, social and traditional advertising together to provide solutions based on consumer insight and data. Brand management and internet presence development. Data mining, R&D, and statistical analysis for market research & process strategy. Prospecting, proposals, and negotiation for public and private accounts.

PORTFOLIO

Business Planning

Premium Laser Graphics, Community Press, Direct Alliance, Hewlett Packard

Marketing Materials

Anthem Legal Services, Akron Laser Recharge, Small Business News, Advantage Computer Equipment

Training Materials

Feature Foods, University of Phoenix, American Express

Desktop Procedure

Feature Foods, University of Phoenix

Web Design & Content

Anthem Paralegal Services, Arizona Association of Independent Paralegals, Network of Anthem Area Assistance Providers, Susan Richard, Hemp Inc, Elite Appointment Setting, Unity of New York City, Framechangers, Neurodope, Tour Dalmatia, ROQNROL

Taxi Digital Marketing

Consulting small businesses and non-profits with the designing and maintaining of websites, hosting, domain, web analytics, SEO, statistics, digital advertising campaigns, marketing, and social media within an entire Digital Marketing Project Plan. Website design & digital marketing Brand consulting. (Phoenix, Arizona Jan 2010-Current)

ROX Media Group

Consolidated custom print publications into a strong digital presence for the individual magazine Brands. Digital auditing of account base in the Travel & Tourism sector for the inclusion of digital marketing campaigns within RFP's for print publications. (Phoenix, Arizona Mar 2017-Aug 2017)

Facebook

Consulted small and large businesses promote their brand and meet marketing objectives by planning a digital strategy on the Facebook platform. Duties included outbound calling SMB & Middle Market organizations and agencies with targeted goals. (Phoenix, Arizona July 2014-Mar 2017)

American Express

Developed a digital intranet site for sales training & communication. I consulted corporate executives on how to manage expenses in both corporate card & travel accounts. Duties included outbound calling SMB & Middle Market organizations with targeted monthly goals. (Phoenix, Arizona Nov 2005-Oct. 2010)

University Of Phoenix

Initiated the creation of a Technical Writing dept. Developed a sales training workshop. I helped people get into school, finish their degrees, while training other employees how to do the same. Duties included outbound cold calling potential student recruits with targeted monthly goals. (Phoenix, Arizona Nov 2002- Oct. 2005)

Hewlett Packard

Created a revenue reporting system to correlate field sales with inside sales team. Managed pilot programs with selected team. I directed a portfolio of top tier HP corporate accounts, managed staff teams, and implemented various pilot programs. Multiple awards for customer service & revenue. (Tempe, Arizona Jan 2000- Oct 2002)

Feature Foods

Developed increased production techniques using KANBAN system, leading through company expansion. Shift leader of approximately 20 employees per shift, opening 3 shifts, and training. Implementing an Inventory Ordering system based on JIT system of production. (Akron, Ohio Feb 1996-Dec. 2000)