

# REID FLETCHER

## WEBSITE, PORTFOLIO, PROFILES

- [twitter.com/RaFletch13](https://twitter.com/RaFletch13)
- <https://sites.google.com/view/reidfletcherportfolio/home>
- <https://www.linkedin.com/in/reid-fletcher-493541233/>

## PROFESSIONAL SUMMARY

Creative Marketing Director with expertise in crypto, public relations, social media and campaign planning. Successfully managed united teams to achieve aggressive goals and produce results. Keen insight into crypto culture and how to navigate it.

## SKILLS

- Promotional Campaigns
- Marketing Program Management
- Administrative Management
- Interactive Marketing
- Public Speaking
- Digital Media Advertising
- Social Media Management
- Customer Retention
- Communications Management
- Digital Content Development
- Marketing and Advertising

## WORK HISTORY

### **MARKETING DIRECTOR** 01/2023 to Current

#### **Pepperlyl**, NFT Marketplace

- Product Creation & Management for the NFT Marketplace
- Competitive research and intelligence.
- Developed go to market plan for new indication and ensure strategically aligned initiatives to drive brand imperatives.
- Partnered with Business Insights and Market Research Team to develop and implement key insight plan and define success metrics and analyze performance on ongoing basis with keen vision to optimization.
- Responsible for managing multiple program budgets, timelines, processes, and procedures.

### **MARKETING DIRECTOR** 11/2022 to Current

#### **Keebfront**, Keyboard Technology

- Devised marketing plans using digital strategies, print advertising and word of mouth tactics.
- Organized and executed robust, creative experiential marketing events.
- Coordinated with creative team to generate dynamic marketing content and communication tools for promotional campaigns.
- Spearheaded market research to identify branding opportunities, cement strategies and sustain loyal customer base.
- Created innovative strategies to drive customer engagement.

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.

**SENIOR COMMUNITY MANAGER** 11/2022 to Current

**Keebfront**, Keyboard Technology

- Planned and executed promotional activities to drive community engagement and increase retention.
- Managed community with thousands of members.
- Effectively managed team of three associates.
- Conducted daily updates to social media profiles to boost company online presence.
- Increased customer engagement through social media.

**DIRECTOR OF CUSTOMER SERVICE** 08/2022 to 12/2022

**Combat Waffle Studios**, VR Gaming Studio

- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Resolved product or service problems by clarifying customer's complaint, determining cause of problem and selecting best solution to solve problem.
- Provided primary customer support to internal and external customers.
- Responded proactively and positively to rapid change.

**COMMUNITY MANAGER** 12/2021 to 09/2022

**Phoenix Community Capital**, Crypto Asset Management Fund

- Conducted daily updates to social media profiles to boost company online presence in the crypto community.
- Increased customer engagement through social media.
- Effectively recruited and a managed team of 6 associates.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.

**MARKETING MANAGER** 12/2021 to 09/2022

**Phoenix Community Capital**, Crypto Asset Management Fund

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- Managed workflow between staff, coordinating documents, planning and creative material distribution.
- Utilized market trends and target audience statistics to effectively and appropriately market products. Ensuring the crypto culture was upheld.