

Mark Aaron Murnahan

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Marketing leader with a record of guiding teams to top percentile achievement in areas of brand management, digital marketing, ecommerce, and strategic business development. Analytic nature to seek all the dots and the strategic skills to connect them in the right order to produce organizational success. Humble enough to continually learn, and confident enough to mentor others.

Areas of Expertise:

Executive Management · Marketing · Brand Management · Social Media · Ecommerce Development · Public Speaking
Digital Marketing · Business Development · Strategy · Public Relations · Training & Mentoring

PROFESSIONAL EXPERIENCE

Director of Ecommerce and Digital Marketing

May 2016 – February 2017

Slim4Life Weight Loss – 35 Widespread Locations

Answered to a wide range of technology needs, including ecommerce production, customer relationship management, lead generation, payment card industry compliance, and internal communications. Provided marketing technologies, creative, and data analysis.

- ✓ Responsible for \$92 million online revenue objective using lead generation and ecommerce
- ✓ Produced complex ecommerce and order management systems to merge assets of two corporations into a single platform
- ✓ Increased online sales by more than 200 percent using data analysis and enhanced consumer targeting
- ✓ Produced and managed omnichannel digital marketing with strategic focus on mobile devices
- ✓ Increased qualified online lead generation by more than 35 percent using focused targeting and effective split-testing
- ✓ Managed Google AdWords, Facebook, MailChimp, and other digital marketing campaigns
- ✓ Supported technology and data needs for staff of 35 retail locations, two corporate offices, and two shipping departments
- ✓ Directed PCI compliance initiatives and policies

Owner/General Manager

Owner 2009 – Present – Owner and General Manager 2012-2016

Mad Eliza's, Inc. – Topeka, Kansas

Managed purchasing, production, public relations, and marketing sufficient to create a regional sensation. Mad Eliza's matured into a travel destination, in addition to its already large local base of loyal customers. Reaching 50-80,000 area residents each week by way of Facebook, and with a mobile marketing text message database of more than 3,000 subscribers, Mad Eliza's enjoys a secure market position. Mad

Eliza's is an award-winning bakery, publicly noted for having the best food safety inspection results in the region. Managed impeccably and community-oriented, the bakery receives hundreds of letters of thanks each year for charitable community involvement.

- ✓ Created a mobile campaign sufficient to create lines out the door and around the corner
- ✓ Established a highly-engaged Facebook audience comprised of more than 15,000 area clients
- ✓ Produced repeated year-over-year growth exceeding 25 percent target
- ✓ Managed all facets of marketing, public relations, purchasing, hiring, and training
- ✓ Presented talks to groups and participated as judge at industry events
- ✓ Motivated team to produce high quality, highly marketable and award-winning products
- ✓ See facebook.com/madelizas for more information

Chief Marketing Officer

May 2001 – March 2015

YourNew.com, Inc. – Topeka, Kansas

Provided hands-on marketing and technology leadership to a team that grew into an industry-leading wholesale Internet services company. Excelled in the positions of Chief Marketing Officer and Chief Technology Officer.

YourNew.com opened as a retail web development, domain registration, digital marketing, and web hosting company in 2001, but quickly grew into a much stronger market position. Realizing strong purchasing authority and technology assets, we crafted the company into a top wholesale Internet access and hosting company providing technology services to more than 2,000 wholesale clients serving millions of end-users.

- ✓ Positioned company within the top three highest volume Internet access aggregators in USA – Statistics indicate a high probability that you have unknowingly used one or more of our services
- ✓ Guided wholesale clients in building their subscriber base of B2C and B2B technology offerings
- ✓ Directed personnel and technology assets across multiple locations internationally
- ✓ Increased revenues in excess of 300% annually for three consecutive years by implementing cooperative marketing and industry training for wholesale clients
- ✓ Produced a 50% increase in revenue following strategic negotiations with suppliers for the pricing sufficient to provide price-matching, while also yielding a 30% increase in profit
- ✓ Built a technology industry client base of more than 2,000 wholesale buyers by integrating effective online and traditional marketing focused on subscriber acquisition and retention
- ✓ Improved company performance by defining the challenges of independent contractors and employees and implementing strategies to overcome them – often by avoiding the pitfalls of silos
- ✓ Increased efficiency exponentially by developing systems to automate account provisioning and billing services across multiple complex technology platforms

Marketing Consultant

January 2000 – March 2015

aWebGuy.com – Topeka, Kansas

Produced creative strategies and requisite research to uncover what people want, and how to reach them in ways which compel desired actions. Demonstrated the value of building networks, sharing knowledge, and creative branding. As a personal brand, this experience and branding has produced thousands of industry and non-industry alliances which are primed for the benefit of your company.

- ✓ Developed a vast social network including many strategic alliances with marketing professionals
- ✓ Produced and managed hundreds of successful marketing campaigns
- ✓ Educated clients and prospective clients on the advantages of top percentile marketing
- ✓ Demonstrated digital marketing authority as top **0.2%** most popular websites worldwide
- ✓ Presented marketing industry talks including search engine optimization and social media

General Manager / Lead Driver

2005 – 2009

YourNew.com Racing – Topeka, Kansas

Produced race team marketing, including earliest known live in-car auto racing webcast. Responsibilities included marketing, public relations, managing annual budget, purchasing, scheduling, training, and driving. Excelled by combining two passions, racing and marketing.

- ✓ Produced earliest known live in-car race webcast with live GPS streaming and live chat
- ✓ Achieved press coverage using strategic networking and promotions across 50 local markets
- ✓ Increased sponsorship value and rewarded sponsors with calculated multimedia exposure and significant marketing resources at race courses across America

Author

2009 – Present

Topeka, Kansas

Authored three books on topics of marketing, personal development, and motivation. Demonstrated experience in winning through perseverance and creativity. Completed books are as follows:

- **Twitter for Business: Twitter for Friends** (marketing) – Published 2009 ISBN 0982497806
- **Living in the Storm** (motivational / personal development) – Published 2009 ISBN 0982497814
- **Diary of Betterment** (personal development) – TBA