

DAVID L. SPENCER

PROVEN COMMUNICATOR AND PEOPLE LEADER

CONTACT



Helena, MT



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[\(View PDF Portfolio\)](#)

EDUCATION

M.B.A. (Marketing Emphasis)

Arizona State University
Tempe, AZ 2016

B.A. – Advertising

Washington State University
Pullman, WA 2006

B.A. – Creative Writing

Washington State University
Pullman, WA 2005

CERTIFICATES

Grant Writing

Antioch University
Seattle, WA 2010

Technical Writing

University of Washington
Seattle, WA 2010

KEY VALUES

- Authenticity
- Listening & Empathy
- Tactful Candor
- Thought Diversity
- Embracing Change

RELEVANT SKILLS

Advertising & Marketing

- Linear/Digital Media Placement
- Ratings/CPM Calculations
- Market/Audience Research
- Creative Ideation/Production
- Brand Stewardship
- Analytics & Attribution
- Vendor Management

Writing & Communications

- Ad Copy
- Branding Copy
- Website Copy
- Articles
- Newsletters
- Email Marketing
- White Papers
- PPT Decks
- One-Sheets
- Correspondence
- Presentations
- Business Plans
- Marketing Plans
- RFP/RFI Responses

Team Leadership

- Hiring/Onboarding
- Coaching/Mentoring
- Recognition/Promotions
- IDP Development
- Corrective Action
- Annual Reviews
- Change Management

PROFESSIONAL STATEMENT

I am a seasoned MarCom professional and a proven team leader. As a player-coach, I can fluidly spearhead the execution of any marketing campaign or communications deliverable. I have a knack for forging meaningful relationships and building consensus with stakeholders at all levels, and a demonstrated track record of successfully leading others to individual growth and group success.

RELEVANT EXPERIENCE

Client Success Manager (Spectrum Reach, 2017-Present, Helena MT)

- Lead a team of 13 individuals (spanning 4 states) tasked with aligning closely with sales to support a diverse collection of businesses & organizations
- Cultivate and nurture complex relationships with stakeholders at a variety of levels in order to maintain goal alignment and maximize client experience
- Drive client success through the expert execution (pre-sale and post-sale) and management of both traditional and digital-media advertising campaigns
- Facilitate personnel retention and a strong team culture through mentorship, empowerment and a collaborative leadership style
- Develop, teach and maintain standards of excellence regarding marketing & advertising principles, research tactics, client experience, and creative thought

Senior Media Planner (Spectrum Reach, 2011-2017, Kennewick WA)

- Crafted targeted presentations and proposals to win new business
- Designed advertising campaigns using nuanced audience research and knowledge of media planning to choose the right products and channels
- Designed and executed successful sales promotions including the creation of all supporting collateral and messaging
- Evaluated campaign performance based on key metrics and refined as needed

Proposal Writer (BDA, 2008-2010, Seattle WA)

- Planned and wrote strategic proposals in response to RFPs from Fortune 500 clients, with key wins including Hershey, ExxonMobil, NASCAR, and the NFL
- Crafted complementary PPT presentations to support sales pitches
- Became an expert on all aspects of BDA's business, including supply chain management, quality control, sustainability and more – leveraging knowledge to differentiate the company and win business by tightly articulating value