

# Trenton L. Chavez

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## Summary

Data-driven marketing communications specialist with 3+ years of experience combining a blend of creative and analytical marketing expertise. Experience with developing and executing international and localized marketing communications campaigns, traditional and automation; leading sales-driven integrated marketing campaigns; developing corporate and product branding and messaging; writing social media content; and analyzing digital analytics. Areas of expertise include:

- Writing and editing
- Marketing automation
- Branding and messaging
- Digital analytics and reporting
- Adobe Creative Suite
- Project management
- Social media management
- Marketing research
- Event management

## Professional Experience

### Euromonitor International — Audience Marketing Executive

Chicago, IL

- Manage audience marketing strategy, messaging, content development and segmentation
- Coordinate global marketing communications efforts for 15 syndicated research products
- Develop marketing automation campaigns via Marketo to increase lead engagement and conversions
- Write, edit and design internal, client-facing and lead-facing emails via Marketo
- Collaborate with Sales to create enablement tools to increase conversations and shrink sales cycle
- Create, edit and design traditional marketing collateral via Adobe Creative Cloud
- Collaborate with research analysts to ensure training materials are engaging, accurate and up-to-date
- Manage audience CRM activities to ensure lead data is accurate and can be used for marketing initiatives
- Create and design corporate and webinar landing pages and lead generation forms via Marketo
- Manage product launches' marketing efforts for syndicated corporate, industry products

10/2014-Present

### Academy of General Dentistry — Marketing Coordinator

Chicago, IL

- In-house consultant for marketing plan development, messaging, branding and implementation
- Developed, presented and executed annual membership and corporate marketing campaigns
- Created copy and concepts for pamphlets, fliers, e-blasts, postcards, e-newsletters and websites
- Raised awareness of new organization programs, member benefits and news through various vehicles
- Edited all outgoing corporate materials to ensure messaging and brand standards are met
- Coordinated outside trade show registration, shipping, set up, staffing, promotions and logistics
- Secured consistently positive ROI on all direct mailers and e-blasts in 2013 and in 2014
- Recruited 24% more total new members and 5% more full-dues paying members in 2013 vs. 2012
- Generated \$12,000 in revenue with an e-blast that had no outside expenses
- Increased web traffic for AGD 2014, the AGD's annual meeting, pages by 17% vs. previous year

05/2013-09/2014

## Continued Experience

### Davey Tree Expert Company — Project Coordinator

04/2013-05/2013

### Davey Tree Expert Company — Digital, Corporate Communications Intern

12/2012-04/2013

### AKHIA — Public Relations, Agency Account Services Intern

08/2012-12/2012

### American Holistic Medical Association — Marketing Communications Intern

04/2012-08/2012

### Flash Communications — Public Relations Intern

12/2011-08/2012

### Downtown Painesville Organization — Public Relations Intern

05/2011-08/2011

## Organizations

Public Relations Society of America — Member

06/2013-Present

Association Forum of Chicagoland — Member

06/2013-Present

Kappa Sigma Fraternity — Alumnus

05/2013-Present

## Education

Kent State University — Bachelor of Science (B.S.), Public Relations

05/2013