

# ADRIAN HALLBERG

Savvy Marketing Professional

(Click Any Headline For A More In Depth Web Experience)

Marketing Fueled Growth



Generated 78% Of Sales From Marketing

5+ Years Marketing Experience\*

Data Driven Results

“King Of Content”

\$1 Million In Sales From Marketing In 2019

(The company did less than \$100k in 2018)

- Produced over 70 marketing/sales videos
- Lead marketing from \$10k a month in sales to \$133k a month in marketing assisted sales.
- Grew organic search by 498% in 2019
- Managed \$10k a month in social ads
- Managed 1 marketing team & worked with 3 teams
- Developed & executed winning strategies based on data analytics & observation.
- 78% of sales from marketing in October2020

About Me

I'm passionate about business and people. I got into marketing not only because of how fun it is but also because I recognized early on the power of content to connect with people. Over the years, I've developed a skill set to grow brands by reaching the right people through various marketing methods.

Experience

## STRIKE VISUALS

Marketing Manager  
Oct 2018 – Present

## inWhatLanguage

Marketing & Media Manager  
Sep 2018 – Oct 2018

Digital Marketing Coordinator & Multimedia  
Creator

Aug 2017 – Apr 2018

Digital Marketing Specialist

Aug 2016 – Aug 2017

Skills

**Leadership:** I've managed a successful marketing team. I also love learning from modern business leaders.

**Video production:** Scripting, videography, Premier Pro, ext.

**SEO:** Ranked 100's of keywords & did \$300k in sales from organic search in 2019.

**Social Media Management:** I've grown & managed so many accounts. Took Strike's IG account from 400 followers to over 5k. Grew a photo account from 0 to 10k.

**Digital Advertising:** Facebook, Google search & Display, Twitter, LinkedIn, Youtube, Tiktok.

**Design:** Basic use of Photoshop & Illustrator.

**Audio Production:** I produced & marketed the Global Growth Podcast.

**Marketing Automation:** I've build robust automation and email communication systems with Ontraport & Pardot.

**Website Design & Development:** I've built/designed over a dozen websites with conversions & functionality to fuel growth.

Recommendations

As a supervisor for my position, he would always be willing to take the time to go over new techniques and ideas for the marketing department. Always making sure that everyone was on the same page in order to make all processes work smoothly. - Vinicio Velasquez, Marketing Coordinator

He can take a concept and create into a meaningful asset that generates results. He is visionary, action-oriented and a great leader. He helped us to build one of the best marketing engines that I've seen, from awareness to engagement. I'm a huge fan of Adrian and would hire him over and over and over again.- Jamie Glass, CMO

Adrian has been exactly what our growing company has needed! In my role as the Sales Manager, Adrian and I work closely together on lead and revenue generation. Our incoming internet leads have increased by more than 500% since Adrian took over our online marketing. We are also ranking higher than ever for many key search terms due to his consistent efforts. - Matthew Stumphf, Sales Manager