

ALAN SCHELL

Marketing Professional

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Castle Rock, Colorado



Professional Summary

Aggressively apply my extensive and diverse marketing management, advertising, event management and graphic design skills in a challenging and rewarding career with a result oriented company. Demonstrated ability to increase sales revenue through the development and implementation of tactical and strategic marketing plans utilizing limited budgets through guerrilla marketing, co-op advertising, digital advertising and social media tactics. Extensive Marketing Management experience including digital and traditional marketing and advertising.

Computer Experience

Adobe Creative Cloud (2025) including Illustrator, InDesign, Photoshop, Premier Pro and other Adobe Applications.

Microsoft Office products including Publisher, Word and Excel.

MAC and Windows experience.

Education

Bachelor of Arts Degree
Business Administration

Colorado Real Estate License 2021
(Active 2025)

Professional Experience

2010-Current **Proprietor / General Manager**

5280 Marketing Castle Rock, CO

As proprietor and General Manager of this boutique marketing agency, I direct all aspects of the business including graphic design, consultation and production of marketing related products. Directing all marketing, sales and consultation for clients. Cultivated strong client and vendor relationships by providing exceptional service and support throughout the project life cycle. Managed budgets effectively to optimize resource allocation and ensure financial targets were met. Formulated and implemented strategic business initiatives to enhance operational efficiency and drive growth. Executed innovative marketing campaigns that increased brand visibility and engaged target audiences. Extensive vendor relationship management and event management.

2023-2024 **Western Regional Marketing Manager - (Remote)**

AAMCO Transmission & Total Car Care

Managed and consulting marketing and advertising for 150+ AAMCO franchise owners including Google Ads, PPC, KPI analysis, YouTube and print design. Drove significant sales growth by implementing targeted strategies and enhancing customer relationships. Extensive vendor relationship management. Enhanced customer engagement through personalized interactions and feedback-based improvements. Formulated effective market strategies that aligned with business objectives and competitive dynamics. Managed marketing campaigns from inception to execution, ensuring consistency and alignment with brand messaging. Boosted brand awareness by developing and executing innovative promotional initiatives across multiple channels. Extensive vendor relationship management.

2006-2010 **Territory Sales & Market Manager (Remote)**

Kroger - prepaid wireless Denver, CO

Managed all marketing and inventory for 250 Kroger grocery locations in four states for the prepaid wireless division. Executed territory expansion initiatives that successfully increased market reach and brand visibility. Implemented revenue growth strategies that significantly enhanced overall financial performance. Led cross-functional teams to drive project success and foster a collaborative work environment. Formulated and executed effective sales strategies that aligned with organizational goals and increased market share and revenue in division month over month and year over year. Cultivated and maintained strong client relationships to ensure customer satisfaction and loyalty.

2004-2006 **Director of Sales and Marketing**

Pikes Peak International Hill Climb CO. Springs, CO

As Director of Marketing for this international motorsports event, managed all sponsorship acquisitions and fulfillment, all digital and print advertising, public relations, and on track hospitality. Accelerated revenue growth by implementing strategic initiatives that enhanced sales performance. Performed in-depth market analysis to identify trends and inform product positioning strategies. Managed brand development efforts to enhance market presence and customer loyalty. Worked with a diverse team to achieve operational goals and drive performance improvements. Devised and executed effective sales strategies that maximized market penetration. Designed and implemented an event hospitality program generating significant revenue. Extensive vendor relationship management with numerous vendor partners.

Career Milestones:

- ◇ Director of Marketing Colorado Powersports and Las Vegas Motorsports group - 5 years
- ◇ Franchise Marketing (Culver's, Firehouse Subs, AAMCO): 6 years
- ◇ NASCAR and Indy Car sponsorship sales and fulfillment. Pit Crew member: 6 years
- ◇ B2B and B2C sales and marketing management experience.: 10 years
- ◇ Special event management sales, planning and coordination: 10 Years
- ◇ Retail Management and Marketing: 8 Years
- ◇ Digital and traditional advertising (PPC, Google Ads, SEO, KPI's, OTT).
- ◇ Active Colorado Real Estate License (2025)