

ALAN SCHELL

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Alan-Schell.com

Castle Rock, Colorado



Professional Profile

Extensive and diverse marketing management, advertising, event management and graphic design skills and apply my 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.

Summary of Professional Assets

- Digital and traditional advertising (PPC, Google Ads, KPI's, OTT).
- Extensive knowledge of the principles and practices of marketing, market research, digital and print advertising, and print production.
- Franchise marketing, sales, retention and management.
- Sponsorship negotiation, sales, execution, and fulfillment.
- Graphic design - Digital and print (Adobe CC 2025 & MS Office).
- Special event management sales, planning and coordination.
- Field marketing, sales, merchandising and product management.
- Management of marketing budgets exceeding \$3,000,000 annually.
- B2B and B2C sales and marketing management experience.
- Restaurant Marketing (Culver's, Firehouse Subs, The Compound).
- Marketing collateral design and production.
- Multi media purchasing, production, and implementation.
- Multi unit retail marketing management.
- Multi Unit restaurant marketing (5280 Marketing contract).
- NASCAR and Indy Car sponsorship sales and fulfillment.
- Colorado Real Estate License - Active 2024.

Professional Experience

2010 - Current	Proprietor / CEO 5280 Marketing Castle Rock, CO
2021 - 2024	REALTOR Coldwell Banker Littleton, CO
2023-2024	Regional Marketing Manager - (Remote) AAMCO Transmission & Total Care Care
2006 - 2010	Territory Sales & Market Manager (Remote) i-wireless - A Kroger Company Denver, CO
2004 - 2006	Director of Sales and Marketing Pikes Peak International Hill Climb Colorado Springs, CO
2002 - 2004	Marketing and Advertising Manager Colorado Powersports Boulder, CO
1999 - 2002	Director of Marketing Las Vegas Motor Sports Group Las Vegas, NV

Education

Bachelor of Arts Degree in Business Administration and Marketing
Colorado Real Estate License 2021 (Active 2024)

Computer Experience

Adobe Illustrator	●●●●○	MS PowerPoint	●●●●○
Adobe Photoshop	●●●●○	MS Publisher	●●●●○
Adobe InDesign	●●●●○	MS Excel	●●●○
Adobe Acrobat Pro	●●●●○	MS Word	●●●●○