



ALAN SCHELL

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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

- Extensive knowledge of the principles and practices of marketing, market research, digital and print advertising, and print production.
- Revenue generating digital and traditional advertising (PPC, Google Ads, KPI's, OTT).
- Franchise marketing, sales, retention and management.
- Sponsorship negotiation, sales, execution, and fulfillment.
- Graphic design - Digital and print (Adobe CC 2025 & MS Office).
- 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.
- Franchise Marketing (Culver's, Firehouse Subs, AAMCO).
- Marketing collateral design and production.
- Multi media purchasing, production, and implementation.
- 10 years Retail marketing and management.
- Multi Unit franchise restaurant marketing.
- NASCAR and Indy Car sponsorship sales and fulfillment.
- Colorado Real Estate License - Active 2025.

Professional Experience

2010 - Current	General Manager / Proprietor 5280 Marketing Castle Rock, CO
2021 - 2024	REALTOR Coldwell Banker Littleton, CO
2023 - 2024	AAMCO Transmissions and Total Car Care Castle Rock, CO (Corporate Remote)
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
1999 - 2004	Marketing and Advertising Manager Colorado Powersports Boulder, CO Las Vegas Motor Sports Group Las Vegas, NV

Education

Bachelor of Arts Degree in Business Administration and Marketing
Colorado Real Estate License 2021 (Active 2025)

Computer Experience

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