

*Don L. Plehn Jr.*

Where Strategy, Meets Execution.

## PROFESSIONAL RESUME

(Experienced Digital & Traditional Marketing Expert)

My professional experience includes B2B and B2C digital and traditional marketing strategies, project management, product development, International public relations, business development, brand development and media engagement with a verifiable and proven track record for success! I am experienced in most aspects of marketing and business development strategies. I pride myself on being results driven professional, a leader, punctual, responsible and energized.

I hold a BSBA - Bachelor of Science in Business Administration, but more importantly I have 14 years marketing experience as well as 11 marketing specific certifications. I am comfortable working remotely as well as in a collaborative office environment. I have engaged in online and offline marketing activities directly with fortune 500 companies such as Warner Bro's, Intel, Microsoft, Walmart and More. I pride myself on being results driven professional, a leader, punctual, responsible and energized.

### EMPLOYMENT HISTORY

**BIG FOX Marketing**

Founder, CEO

2015 – Present

(Client history available upon request)

BIG FOX Marketing, is a digital marketing agency with a core focus on marketing strategies and execution. With more than 14 years of digital and traditional marketing experience. I bring a wide range of marketing expertise to businesses of all sizes across the US. BIG FOX brings a pro-active and technology based approach to an ever growing digital age. Utilizing the latest technologies from automated marketing to A.I. driven solutions that are proven to be successful. With a proven track record for success, I specialize in revenue focused strategies including but not limited to;

- Go-to-market Strategy Development
- Email Marketing
- Lead Generation
- Search Engine Optimization
- Paid Search Solutions
- Re-targeting advertisements
- Brand Development

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- Direct Mail Solutions
- PR and Media Solutions
- Retail Marketing
- Social Media Marketing
- and More...

CNK Digital | International CP, Manufacturing, Online & Retail Distribution

VP Marketing

October 2010 – December 2015

References – Stellar and Available Upon Request

Responsibilities:

- Responsible for all marketing initiatives, business Development, digital marketing strategies and customer acquisition.
- Conceptualized, launched and managed all company PR initiatives, including special events, tradeshow, conferences and international media tours.
- Responsible for acquiring, managing and maintaining all international partner relationships. Including, contract negotiations and proposal coordination.
- Worked extensively with PR, social media, drip email campaigns, affiliate marketing, DRTV, mobile app, SEO, PPC as well as other advertising and marketing initiatives.
- Developed and managed all aspects of retail marketing strategies with Big Box retailers for our consumer product line at Walmart, Toys-R-Us, Best Buy and more.
- Staff management responsibilities for more than 5 employees and 5 freelancers which included daily, weekly and monthly unique training seminars as well as monthly, quarterly and annual analytics reports and ROI metrics.

Recent success stories:

- Developed and launched international Co-Marketing initiatives including multi-level lead generation campaigns resulting in more than 1MM in consumer product sales.
- Acquired 2 fortune 100 relationships 2014 and was responsible for managing, guiding and advancing these relationships daily.
- Developed and launched annual U.S. retail marketing campaigns both online and in-store with Walmart, Toys-R-Us, Best Buy and more.
- In the 4th Q 2014 my marketing efforts resulted in 9 product awards including 2014“App Marketing Gold Award” alongside companies like Facebook, E-credit and Vonage.
- We were featured on CBS daytime show “The Talk” which saw 3.19 million viewers and resulted in 100,000 UV's in 48 hrs.
- Grew Twitter followers from 2k to 50k and increased Facebook likes from 5k to 50k
- Developed 2014 NY consumer product media tour including visits and live product strategy sessions with Good Housekeeping, Scholastic, KidsTech and more.
- Successful corporate re-brand strategy from ClickN KIDS to (CNK Digital, Inc including Name, Logo, Mission, Vision, Website, Brand Guidelines and more.

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[\(NASA\) National Aeronautics and Space Administration:](#)  
[International Marketing Liaison](#)  
[January 2004 - July 2010](#)  
[References – Stellar and Available Upon Request](#)

Brief overview of responsibilities:

- Managed and co-developed the Go-to market strategy for NASA's Nsight International marketing program "Innovation."
- Worked with the President of NTTC (National Technology Transfer Center) to help commercialize aspects of the aerospace program research into beneficial products for everyday consumer use.
- Responsible to find qualified partners interested in NASA technologies for commercial use.
- Work extensively to manage all initiatives related to PR, social media, email marketing, affiliate marketing, SEO, PPC as well as other advertising and marketing campaigns both at retail and online.

**Additional NASA job responsibilities and individual project descriptions available upon request.**

#### Certifications:

My current certifications and qualifications include; Google Adwords Qualified Individual, Google Analytics Certified Partner, Constant Contact Email Marketing Expert, Hubspot Certified Professional, 2013 Microsoft Office Specialist, DMA Certified Marketing Professional, Adobe Certified Associate, Microsoft Small Business Specialist, Primus Systems Expert, Sales Logix Coordinator, Sales Management Associate Certified & Xerox Page Pack Certified Associate.

#### Program Knowledge:

Excel, Word, Outlook, Access, Power Point, ACT, MAS 600, PRIMUS, Sales Logix , Adobe illustrator, Dreamweaver, Photo Shop & more including multiple CRM and task management tools.

#### Education:

San Diego State University, Graduate 2004  
BSBA - Bachelor of Science in Business Administration  
GPA 3.6

#### Community Service Activities:

I have been involved in community service activities since the year 2000. I am an advocate for the Y-ME breast cancer foundation as well as the American Heart Association. I have helped to coordinate fundraising events such as corporate banquets, award ceremonies, 5-20k walks, car washes, food drives and more. My efforts have helped to raise financial support and awareness for breast cancer and heart attack survivors abroad. I also helped to establish the One World Literacy Foundation to help combat youth illiteracy and am actively involved its charitable events.