

# Troy Pritchard

Portfolio website: [troypritchard.com](http://troypritchard.com)

Email: [troypritchard27@gmail.com](mailto:troypritchard27@gmail.com)

Mobile Phone: (630) 391-0234

## Experience:

### **Jacobs & Clevenger – Chicago, IL – EMAIL & DIGITAL OPERATIONS COORDINATOR – February 2016 – Present**

- Segment and execute email marketing campaigns using Exact Target, SDL and Hubspot
- QC and test email sends using mock data to ensure extensive database of client information displays properly
- Plan and communicate with clients to ensure campaign strategy meets their expectations

### **National Collegiate Scouting Association – Chicago, IL – CLIENT ENGAGEMENT COORDINATOR – February 2014 – February 2016**

- Create and write email marketing campaigns using Eloqua and Ansible to drive student-athlete engagement
- Use Mandrill, Eloqua Insights and Excel to analyze email performance and strategize ways to improve
- Set up and promote educational webinars designed to teach student-athletes about the college sports recruiting process

### **Foundation for Retinal Research – Northbrook, IL – COMMUNICATIONS COORDINATOR – February 2014 – October 2014**

- Create promotional videos for fundraising events
- Manage non-profit social media pages and write newsletter articles
- Seek out and write grants for retinal degenerative disease research

### **Evoke Productions, Schawk – Chicago, IL – FREELANCE COPYWRITER – September 2013-December 2013**

- Wrote, edited and proofread product descriptions for clients such as Sears, OfficeMax and K-Mart
- Utilized InDesign to build copy layout for catalog pages
- Created SEO keywords and utilized content management systems to format copy for online use

### **San Jose Group – Chicago, IL – JUNIOR EXECUTIVE PUBLIC RELATIONS INTERN – June 2013-September 2013**

- Researched and created an extensive PowerPoint presentation on reaching Spanish-preferred audiences in social media
- Wrote consulting blogs and casual blogs dealing with topics such as advertising and the power of Hispanic target audiences
- Reviewed and edited copy for San Jose Group website brochures

### **The Conan O'Brien Show/TeamCoco.com – Burbank, CA – DIGITAL & SOCIAL MEDIA INTERN – January 2013-May 2013**

- Assisted in managing and monitoring every one of TeamCoco.com's social media profiles
- Built personalized celebrity guest pages on the website
- Assisted with web and video content production
- Researched past television and movie appearances of upcoming guests on the show, including rare and odd videos dispersed throughout the internet
- Took detailed notes on interviews and compiled clips into files to be sent to producers
- Searched online for specific video footage requested by producers to be used in comedy bits

### **Cumulus Media – Peoria, IL – COPYWRITER & SOCIAL MEDIA INTERN – May 2012-December 2012**

- Wrote and edited radio commercials for all of Cumulus Media's radio stations (WIXO-105.7 The X, WZPW-Power 92.3, WGLO-95.5 GLO, and WFYR-River 97.3)
- Used WordPress to create engaging blog entries for all of the radio stations' websites
- Took photos and interacted with fans of the stations at special events & concerts

### **American Red Cross Blood Services – Peoria, IL – PUBLIC RELATIONS & COMMUNICATION INTERN – October 2011-December 2011**

- Used Adobe InDesign to create the "Volunteer View" newsletter
- Wrote press releases for public relations use
- Used InDesign to create invitations, volunteer bulletin boards, 2012 anniversary & birthday cards and midyear postcards

## Education:

- **Bradley University – Peoria, IL**
- Bachelor of Science in Communications
- Major: Advertising
- Minor: Marketing
- Graduation Year: 2013

## Technical Skills:

- Adobe Creative Suite
- WordPress, Joomla
- Microsoft Office Suite
- Email marketing tools such as Eloqua, Ansible, Salesforce, Exact Target, SDL, Hubspot and more