

**Roman Bockhorn**  
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## **Summary**

Motivated and results driven salesman and marketer with experience in website creation, sales, lead generation, & E-Commerce. Proficient in utilizing social media, email marketing, and excel for marketing efforts. Skilled in communicating with clients and closing leads. Possess a strong background in digital marketing and generating traffic to businesses.

## **Work Experience**

Marketing Specialist (Harbor Funding Solutions) (Nov 2021-Dec 2022)

- Spearheaded the development and launch of a fully automated website, enhancing the company's online presence and user experience.
- Assumed a pivotal role in lead generation and management, implementing effective strategies to identify and collect high-quality leads for the company.
- Demonstrated exceptional client engagement skills, fostering relationships, and successfully converting leads into valuable clients for the company through effective communication and tailored solutions.

Ecommerce Specialist (Self Employed) (Aug 2022-May 2023)

- Established and meticulously automated multiple single-product e-commerce stores, optimizing operational efficiency and scalability in the online retail space.
- Leveraged social media platforms to cultivate a dedicated and engaged audience, strategically promoting products, and driving sales growth.
- Oversaw logistics and budget allocation for online advertising campaigns, ensuring a cost-effective approach to maximize return on investment.

Construction Laborer (American Craftsmen) (June 2021-Aug 2022)

- Contributed significantly to various construction demolition tasks, executing physically demanding responsibilities with precision and efficiency.
- Handled the transportation of heavy materials, prioritizing safety, and teamwork to achieve project objectives.
- Maintained clear and open lines of communication within the team, effectively following instructions and collaborating to meet project milestones.

Online Marketing Consultant (Environmental Chemical Solutions) (June 2021-Present)

- Designed and executed highly efficient and automated email marketing campaigns driving revenue growth for the company.
- Implemented lead management practices, utilizing Excel techniques to organize and maintain lead lists, subsequently integrating them seamlessly into targeted email campaigns.
- Send out email campaigns bi-weekly aligning with company policy.

Owner and Director of Operations (Goldn Building Solutions) (May 2023-Present)

- Founded and established a post-construction clean up company during my academic pursuits, showcasing entrepreneurial acumen and dedication.
- Built relationships with builders and contractors in the Pacific Northwest, demonstrating reliability and expertise in delivering high quality services.
- Led marketing and business development efforts, expanding the client base and revenue streams through targeted outreach.
- Managed and oversaw project assignments, implementing efficient tasks resulting in client satisfaction and overall high reputation.

## Skills

- Website Creation
- Marketing Strategy
- Financial Analysis
- Ecommerce
- Budgeting
- Quick Learner Expert
- Detail Oriented
- Independent
- Digital Media
- Lead Generation
- Subject Matter Expert
- Leadership
- Self-Motivator
- SEO
- Sales
- Social Media Management
- Construction Management

## Education

### Washington State University

- Business Finance Major & Construction Management Minor
- GPA 3.73
- President's Honor Roll
- Treasurer of Phi Kappa Theta Fraternity (Nov 2021-Nov 2022)