

Colin Hakeman

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WORK EXPERIENCE

The Marketing Practice

Seattle, WA (Remote)

Senior Account Manager

August 2022 – March 2023

- Managed daily client communications and problem resolution for \$1.5M campaign development business, defining deliverable parameters and ensuring adherence to timelines and strict project delivery standards.
- Grew client engagement 363% by supporting delivery of campaign assets that drove \$10 million in marketing sourced pipeline and 300% of benchmark engagement.
- Led tactical creation of ABM account strategy workshops with client sales teams to define market opportunities and challenges, and build tailored campaign narratives, go-to-market messaging, and sales enablement content for account-based marketing campaigns, ensuring strategies and assets met client and end-customer needs and objectives.
- Generated competitive intelligence and market research, and crafted and presented project briefs (plans) to key stakeholders. Ensured cross-functional team adhered for successful delivery of 25 simultaneous projects.
- Served as voice of the customer (clients) for six agency departments and subject matter expert for three client teams.
- Ensured compliance and alignment with key strategic insights, account plans, messaging, client KPIs, brand guidelines, and use cases for projects across marketing channels.
- Defined parameters for agency product teams to bring new offerings to market, and positioned their value proposition to key customers, generating an additional 2.6% in incremental revenue beyond retainer.

Transmission Agency

San Francisco, CA (Remote)

Account Executive

July 2021 – June 2022

- Led daily project tactics and client and vendor communication to grow and sustain \$500k account portfolio.
- Created and presented briefs, market and audience/persona analyses, estimates, SOWs, forecasts, and data reporting for successful scoping, monitoring, and completion of 17 programs across 8 key growth account clients.
- Oversaw coordination of global ABM lead generation campaign that engaged domestic and international creative, strategy and account teams, client marketers, and sales teams to generate 2x KPI senior-level leads.
- Engaged as consultant to client marketing leadership and product marketing teams on projects generating market research, product positioning and messaging, and website design strategy revisions for enhanced lead conversion.
- Guided digital media, strategy, content, and creative teams to deliver digital media campaigns, creative, content pieces, and omnichannel campaigns, ensuring strategy, deliverables and analytics satisfied client goals and needs.

Assistant Account Executive

January 2021-June 2021

- Facilitated and documented client and internal communication to drive project completion and ensure timely completion of crucial deliverables for projects across three key clients.
- Researched, reported, and distilled essential client and marketing trend information to ensure program relevancy.

Willamette University

Salem, OR

Aquatics Coordinator (Program Manager)

June 2018-August 2020

- Led a team of 10 lifeguards, including staffing, training, scheduling, hiring, and risk management.
- Recruited and supported new partner programs increasing facility revenue by over \$16,000.
- Created, planned and implemented pool programming that increased pool utilization by 50%.
- Procured a pool lift to increase accessibility as part of a commitment to equity, diversity and inclusion.

EDUCATION

Willamette University

Salem, OR

BA in Economics and English, History minor (GPA: 3.86)

Graduation Date: May 2020

- 4-year swimmer – won Men's Senior Scholar-Athlete Award for highest 2020 male student-athlete cumulative GPA.

4As Institute of Advanced Advertising Studies

Graduation Date: May 2022

Product Marketing Certified: Core (in progress)

Anticipated Completion Date: September 2023

LEADERSHIP EXPERIENCE

Marion County Special Olympics

Salem, OR

Head Coach

August-October 2019

- Head coach for program restart after program did not run a 2018 season for parent organization financial reasons. Recruited, trained and led seven assistant coaches in leading around 40 athletes.

Eagle Scout, Boy Scouts of America Troop 4007

December 2014

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint) | G-Suite | Leadership | Relationship building and management |

Interests: Marketing Strategy, Messaging and Positioning, Analytics, Research, Writing, Photography.