

# Mitch Shlensky

531 Virginia Ave.  
Indianapolis, IN 46203  
(219) 808-6918  
mitch.shlensky@gmail.com  
Portfolio: [mitchshlensky.com](http://mitchshlensky.com)

## EXPERIENCE

### Bio-Response Solutions, Indianapolis

*Marketing and Sales Operations Manager* | July 2020 - Present

- Facilitating a reorganization of company sales and account management processes beginning in Q3 of 2020, resulting in 1.5m in Q4 sales; the largest quarterly increase in company history.
- Managing all marketing tasks: graphic design, trade shows, print advertising, digital media, website development, copywriting, and sponsorships.
- Implementing Salesforce CRM, leading to automation of marketing tasks, increased efficiency in the sales department, and improved customer satisfaction.

*Marketing Specialist and Graphic Designer* | May 2018 - July 2020

- Increased sales by 50% from 2018 to 2019 and 100% from 2019 to 2020, through use of effective marketing strategies.
- Built and designed multiple wordpress websites: [aquamationinfo.com](http://aquamationinfo.com), [bioliquidator.com](http://bioliquidator.com), and [bioresponsesolutions.com](http://bioresponsesolutions.com).
- Optimized website performance resulting in 25,000+ new visitors in 2020.
- Boosted organic search ratings through digital marketing efforts, including backlinking, keyword research, competitive research, blog posts, social media, and copywriting.
- Implemented a 20k/year paid search campaign directly resulting in over 500k in revenue in 2020.
- Developed and designed print advertising campaigns, trade show booths, and all-sales and marketing materials.

### Stericycle, Chicago

*Graphic Designer* | October 2017 - May 2018

- Created sell sheets, infographics, whitepapers, and other marketing materials for a Fortune 500 company.

### Accenture, Chicago

*Sales Associate* | July 2013 - August 2014

- Trained in Digital Consulting and became an expert in large scale digital transformation projects.

## EDUCATION

### Chicago Portfolio School

Art Direction  
April 2015 - April 2016

### Purdue University

Bachelor of Science in Selling and Sales Management  
August 2008 - May 2013

## SKILLS

### Adobe Creative Suite

Photoshop, Illustrator, Indesign

### Google Business Solutions

Google Ads, Analytics, Tag Manager and Search Console

### Website Design and SEO Tools

Wordpress, Elementor, SEMRush

### CRM Software

Salesforce, Hubspot, Pipedrive, Zendesk

### Microsoft Office

Word, Excel, Powerpoint

## FREELANCE DESIGN WORK

### MALLORY COACHING AND

**LEADERSHIP** - Designed marketing materials and built branding for a startup entrepreneur Kristi Mallory  
[kristimallory.com](http://kristimallory.com)

**MOXIE DANCE PROJECT** Designed marketing materials and built branding for a startup [moxiedanceproject.com](http://moxiedanceproject.com)

**GARRETT POPCORN** - Created graphics and designs during the high volume sales season