

# Mitch Shlensky

(219) 808-6918 | [mitch.shlensky@gmail.com](mailto:mitch.shlensky@gmail.com) | 224 North Cleveland Ave. Chicago, IL 60614 | [mitchshlensky.com](http://mitchshlensky.com)

## EXPERIENCE

### Life Fitness, Chicago, IL

*Associate Digital Marketing Manager* | April 2021 - Present

- Decision making and execution for all web, social media, email-marketing, and content marketing.
- Breaking outdated web practices and taking the company into the 21st century with B2B ecommerce and lead generation.
- Refining workflows and implementing updated processes to maximize team efficiency regarding email, social media, and SEO marketing strategies.
- Collaborating with senior management domestically and internationally on multiple digital marketing assets for launching new products and refreshing old content:

### Bio-Response Solutions, Indianapolis, IN

*Marketing and Sales Operations Manager* | July 2020 - April 2021

- Facilitated 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.
- Managed all marketing tasks: graphic design, trade shows, print advertising, digital media, website development, copywriting, and sponsorships.
- Implemented 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), [bioliiquidator.com](http://bioliiquidator.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, IL

*Graphic Designer* | October 2017 - May 2018

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

### Accenture, Chicago, IL

*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

### Website Design and SEO Tools

Wordpress, Shopify, Elementor, SEMRush, CoreMedia

### Google Business Solutions

Google Ads, Analytics, Tag Manager and Search Console

### CRM Software

Salesforce, Hubspot, Pipedrive, Zendesk

### Adobe Creative Suite

Photoshop, Illustrator, Indesign

### Email Marketing

Pardot, BeePro, Outlook

### Microsoft Office

Word, Excel, Powerpoint