NATE MCCONKIE

Creative Chief

Marketing + Brand + Culture

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THE QUICK STORY

I'm a creative warrior searching for a worthy cause.

THE NOT SO QUICK STORY

Clever Word Monkey Consulting | Provo UT | 2018 – Present

Chief Creative + Marketing Officer

- Created Market Positioning for Journeyfront (SaaS)
- Created Brand identity for Journeyfront (Saas)
- Created Sales Pipeline
- Created & Executed Marketing Campaigns
- Filled Aforementioned Pipeline
- Consulted Sprint on new sales channel launch
- Consulted Soar.com in start-up and funding phase

DISH Network | Caliber Communications | Provo UT | 2013 - 2018

VP Marketing / Brand / Culture / Events / Recruiting / Growth

- Championed a new sales channel at DISH Network from day 1.
- Built new sales channel into most profitable sales channel at DISH Network in 4 years.
- Powered 30+% YoY growth for 4 years.
- Championed a new sales channel at Sprint.
- Brand Champion—Everything is brand. Brand is everything.
- Culture Chief—Review previous bullet while inserting "culture" in place of "brand".
- Creative Warrior—The work. The work. The Work.
- Built, mentored and guided teams and culture company-wide.
- Player/Coach who still loves to grind.
- Wearing multiple hats in small company, leading departments/teams in large company, and largely everything in-between.

Qualtrics | Provo UT | 2011 - 2013

Marketing & Creative Director / Brand & Culture Chief

- Hired and mentored Marketing team
- Increased lead generation by 115%
- Created brand look and voice
- Developed recruiting program that grew company from 150 employees to 350 employees in 18 months
- Brand and culture steward
- Created branding and successfully launched new products
- Developed Events program

Zoo Creative Freelance

Creative Director

CLIENTS: NCAA, Microsoft, Deloitte, Netflix, Key Club, Fringe Festival & tons you've never heard of

- Consulted numerous brands including Deloitte, NCAA and Microsoft
- Worked independently and in concert with existing marketing departments
- Coordinated projects for non-profit organizations like IUPUI, Fringe Festival and Key Club

Zimmerman Advertising | Ft. Lauderdale FL | 2009 - 2010
Creative Director
CLIENT: hhgregg

- Led all strategic and creative efforts for the fastest growing electronics retailer in the country
- Managed promotions for individual grand openings in most aggressive growth in company history

Caldwell Van Riper | Indianapolis IN | 2008 - 2009
Associate Creative Director
CLIENTS: Roche, Knauf Insulation, IHOP, Bryant Heating & Cooling, Anthem, Dr. Tavel Vision

- Developed and implemented marketing strategies
- Led new business and mentored staff

BCH Advertising | Indianapolis IN | 2006 - 2008
Sr. Copywriter
CLIENTS: McDonalds, Hoosier Lottery, Citizens Gas, Louisville Zoo, Moomba Ski Boats

- Created, wrote, presented and produced TV and radio ads
- Developed marketing strategies and managed clients

dio Advertising | York PA | 2005 - 2006
Sr. Copywriter
CLIENTS: HUMMER, Belco Credit Union, Brusters Ice Cream

- Created, wrote and produced TV, radio and billboards
- Developed strategies and presented to clients

Blue541 | Coeur d'Alene ID | 2003 - 2005
Copywriter
CLIENTS: Mountain West Bank, Coeur d'Alene Resort, Colville Casinos, Black Rock Homes

- Created, wrote and produced TV, radio and billboard advertisements
- Wrote brochures, product sheets and sales materials

WhiteRunkle | Spokane WA | 2001 - 2003
Copywriter
CLIENTS: McDonalds, AT&T Wireless

- Produced print ads for local and national publications
- Wrote radio spots for clients including McDonalds

ICON | Logan UT | 2000 - 2001
Copywriter
CLIENTS: NordicTrack, Golds Gym, Reebok, Weider

- Wrote and coordinated nationally televised infomercials
- Wrote copy for Weider, NordicTrack and Reebok brands

EDUCATION

Weber State University | Ogden UT | 2000
BS Communications, Public Relations

BUT WAIT, THERE'S MORE

I am also trustworthy, loyal, helpful, friendly, courteous, kind, cheerful, thrifty, brave and (occasionally) reverent. I own a Jeep, have a mean Scottish accent and my mother thinks I'm handsome. She is usually available for character reference upon request.

THANK YOU