



CALVIN SCRIMSHIRE

Marketing Professional with Leadership Experience

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Portfolio: <https://calvinscrimshire.com>

EDUCATION & SKILLS

Bachelor of Arts, Narrative Storytelling

Brooks Institute of
Photography, 2008-2011

Certified Google Ads Expert

MARKETING

Google Ads
Facebook Ads
Taboola Ads
AdRoll

CRM

ActiveCampaign
Custom Web Forms
Facebook Leads
Hubspot
Interact
Intercom
Klaviyo
MailChimp
Netsuite CRM
Nextiva
Office365 Email
VOIP
Wufoo
Zendesk Chat

DESIGN

Adobe Creative Suite
Photo Editing
Video Editing
Graphic Design

WEB DESIGN

JavaScript
HTML5
CSS3

WEB ENGINEERING

Design & Test Static Apps
CRM System Integration
Google Tag Manager
Python
PHP

PROFESSIONAL PROFILE

From engaging ads, to thoughtful website improvements, I create all-encompassing sales strategies that maximize customer value and increase fiscal revenue.

I'm a Marketing Manager with 7 years experience in e-commerce advertising for high growth brands and outbound lead generation.

Achievements: Grew a brand from \$1m annual sales to \$12m while I was managing their marketing. Also launched a new brand from scratch on Kickstarter earning over \$340k, becoming the highest grossing pet product on Kickstarter, up until that time. It's now an international brand with over \$3m in annual sales. I achieved these results with a skeleton team (in some cases no marketing or design support at all). I outlined, designed, wrote, photographed, implemented, and in some cases engineered software to support the campaigns and strategies.

PROFESSIONAL EXPERIENCE

True Brands

2020
Marketing
Manager

- Launched the Direct to Consumer (DTC) Shopify website viski.com. Implemented full digital ads strategy package, including Klaviyo email marketing implementation. Built and launched the Hubspot CRM integration for B2B side of the business.

One Fast Cat

2015-2020
Head of
Marketing

- Sister brand to K9 Ballistics, I launched the Kickstarter campaign that earned \$300,000 in 60 days. I produced multiple viral videos, and One Fast Cat is now a thriving international brand.

K9 Ballistics

2013-2020
Head of
Marketing

- Started as a web designer and worked up to Head of Marketing. I grew the company's revenue from \$1m to \$12m per year.

References available upon request.