

Graham Ford

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Professional Experience

Plank and Mill: Tulsa, OK and 50% Remote

Marketing Manager

01/2019 - 04/2020 *Laid off due to COVID-19*

Plank and Mill is an e-commerce business specializing in direct to consumer decorative pieces; manufacturing all products on site in Tulsa, OK.

- Responsible for a 22% sales increase in 2019 through innovative outreach campaigns (one campaign generated 12% of annual revenue in a single day).
- Tracked and adjusted sales growth via google analytics, ad spend reports, and click mapping software Hotjar.
- Produced and directed customer facing video, print, and ad materials. Including script/copy writing, visual design, and budget management.
- Created onsite manufacturing initiatives and customer service protocols for tracking defects, errors, shipping times, and success rates.
- Through surveys, customer interviews, and sales analytics created client personas with matching sales scripts and action steps.
- Initiated development of 6 new products - oversaw products through concept, industry research, and sales strategy.
- Managed subsidiary startup providing client personas and automated email campaigns for Veterinary Clinics from December 2019 up until Covid-19 layoff.

Sales Account Manager

12/2017 - 12/2018

- Operated e-commerce store and subsequent channels including Amazon, Wayfair, Etsy, and Houzz.
- Developed consumer and B2B sales strategies through collaboration with marketing team.
- Oversaw direct selling with consumer and commercial clients from product search through purchase and usage.
- Built out spreadsheet lead funnels and integrated with Hubspot, Ringcentral, and Zendesk for development.
- Through lead generation was responsible for 24% of annual revenue in 2018 and 36% in 2019.

Freelance: Tulsa, OK

Video Producer

06/2014 - Present

- Demonstrated excellence in video and media arts which led to independent contract work.
- Arranged all aspects of client shoots from concept through final cut; consistently met deadlines and exceeded quality standards.
- Developed scripts and visual design while overseeing project integrity through editing, mixing, and talent management. Utilized Adobe Creative Suites and Final Cut Pro.

The Pioneer Woman Mercantile: Pawhuska, OK

Operations Specialist

06/2016 - 11/2017

- Utilized sales analytics for seasonal marketing initiatives and quarterly growth reports.
- Supervised training for new hires to meet service and product standards.
- Supported brand through social media and digital ad campaigns.
- Contributed to cafe workflow process and product development.
- Worked 25+ hours weekly at The Mercantile while finishing bachelors degree.

Oral Roberts University: Tulsa, OK

Marketing Coordinator

07/2014 - 06/2016

- Created and managed alumni fundraising campaigns via phone support, email, and social media.
- Produced weekly documentaries and ads for social media and in person gatherings of 4,500+ students.

Topeca Coffee: Tulsa, OK

Barista Team Lead

06/2015 - 06/2016

- Trained new hires in coffee and customer service through implementation of weekly KPI program.
- Oversaw cafe hospitality, product quality, and employee workflow.

The Life Connection Counseling Center: Tulsa, OK

Administrative Assistant

04/2014 - 11/2014

- Managed client intake, therapist scheduling, insurance billing and cold client outreach initiatives.

Additional Experience

City Church Tulsa: Tulsa, OK

Livestream Producer

01/2018 - 07/2020

- Managed video control room and live stream for weekly productions in mid-sized theater.
- Directed cameraman, lighting, and audio engineers to uphold cinematic standards.
- Initiated operating procedures for live stream, cameraman, and media library.

Oral Roberts University: Tulsa, OK

Student Travel Coordinator

03/2014 - 06/2016

- Recruited and led a total of 26 students on 3 international humanitarian and education projects. Managed a travel budget of \$25,000 per trip, oversaw visas, and travel details.

Education

Oral Roberts University: Tulsa, OK

Bachelors of Science in Business Marketing

05/2017

- Recipient of four year half-tuition scholarship awarded to students who have demonstrated an adept ability to lead others, serve their community, and excel academically.

References

Available upon request.