

# AARON M. CLAY

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## ABOUT ME

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Firebrand Marketing Director with a tenacious drive for continuous improvement, ingenuity, and unparalleled results. With over ten years of experience in marketing strategy, digital marketing, and local store marketing. Accelerated year-over-year sales growth through a robust marketing strategy and impactful execution. Mobilized cross-functional teams to deliver outstanding financial performance in new business units including retail and e-commerce platforms.

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## HIGHLIGHTS

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- Former Actor, Director, and Writer
- Tech Enthusiast & Apple Nerd
- Open Book Management Coach
- Serial Entrepreneur
- Dedicated to Life Long Learning and Continuous Improvement

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## EDUCATION

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St. Edwards University  
Bachelor of Arts  
Major: Theater Arts

Texas A&M - Corpus Christi  
Bachelor of Arts  
Major: Communications

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## AWARDS

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- Amy's Ice Cream Exceclent in Company Culture
- John Henry Green Excellence in Creativity
- Billzard Customer Serive Hall of Fame
- Blizzard Silver Medal of Quality

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## EMPLOYMENT HISTORY

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2010 - Present

### MARKETING DIRECTOR, CO-FOUNDER & CLIENT SERVICES COACH

Amy's Ice Creams & Amy's EDU - Austin, TX

- Grew projected revenue by 8% and profits by 150% by leading company marketing efforts
- Trained employees and interns on financial statements
- Pioneered over 15 retail product launches including: packaged goods, home accents, and toys
- Collected and utilized data to fine tune traditional, digital, and social marketing efforts that lowered marketing expenses by 50% and increased engagement by 20%
- Established and created social media presence across Facebook (12,538 fans), Instagram (10,747 followers), Twitter (10,720 follower),
- Increased brand awareness through earned media coverage; The View, USA Today, Inc. Magazine, Wall Street Journal, New York Times, and local publication.

2009 - 2010

### MARKETING MANAGER

Avalon Hair Salon, An Aveda Salon - Austin, TX

- Created and established marketing outreach that increased store foot traffic by 18% year over year
- Launched and safeguarded the brand's reputation on social media; Facebook, Twitter, YouTube, Google Reviews, and Yelp
- Oversaw graphic design to ensure brand consistency
- Redesigned website and implemented SEO techniques that yielded at 400% increase in site traffic, a top listing for "Austin Salon" on Google search results, 18% year to year increase in store revenue

2007 - 2009

### QUALITY ASSURANCE AND TECHNICAL SUPPORT REPRESENTATIVE

Blizzard Entertainment - Austin, TX

- Trouble shot and resolved customers issues over the phone
- Trained and supervised 3 teams of customer support
- Created education podcasts, communication guys, and weekly reports
- Consistently ranked as Highest Rated Customer Service Representative on surveys

2005 - 2007

### PRODUCTION MANAGER & PROJECT COORDINATOR

ProArts Collective - Austin, TX

- Built and maintained company's web presence and took email newsletter based from 0 to over 5,000 subscribers
- Developed business relationships with local, state, and national artists, taste-makers, and professional organizations

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## VOLUNTEER EXPERIENCE

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2018 - Present

### BOARD MEMBER

Scriptworks - Austin, TX

Launched at social media campaign that engaged supporters and results in a 100% year to date increase financial contributions to benefit local playwrights

2015

### TECH AND WEB DEVELOPMENT

Ora Houston for City Council District 1 Campaign - Austin, TX

Launched and safeguarded Ora's reputation on social media; Facebook, Twitter, YouTube, and mobalized supports to aided in her successful election