

# Marc Beinder

marc@marcbeinder.com  
marcbeinder.com

(636) 375-8294  
linkedin.com/in/marcbeinder

Individual striving to create exceptional customer experiences through a variety of digital platforms.

## Skills

SQL

PHP

Product Development

HubSpot CRM

Google Ads

Power BI

JavaScript

Microsoft 365 Admin

Email Marketing

Microsoft Ads

Data Aggregation

Systems Integration Planning

Google Workspace Admin

WooCommerce Development

Twitter Ads

## Education

BS Digital Marketing, December 2021

Lindenwood University | St. Charles, Missouri

## Awards

Inno Under 25

St. Louis Business Journal

2021 Award Winner

## Certifications

Google Analytics for Beginners

Google

Certified 2021

## Experience

Search Engine Marketing Specialist

2021 - 2022

etrailer.com | Wentzville, Missouri

- Research, plan, design, execute, and monitor Google and Microsoft ad campaigns for various product groups with an average daily spend of over \$50,000.
- Collaborate with other business teams to coordinate product group changes in relation to various ad campaigns.
- Communicate with the internal software development teams on internal tools to better manage campaign automation triggers based on inventory levels, internal product scores, and other factors.

Platform Manager

2020

Rx Systems PF Inc. | Maryland Heights, Missouri

- Aligned site functionality to better meet business needs, including integration of inventory and customer order data into other business systems minimizing errors by utilizing process automation.
- Deployed a greenfield wholesale customer web portal providing adjusted wholesale pricing to select customers when signed into the platform minimizing wholesale order confirmation time to minutes instead of weeks.
- Development of a custom WordPress plugin managing special offers programmatically applied based on customer, order, and product data.
- Integrated the platform into Amazon Marketplace with inventory and pricing buffers. As orders came into Amazon, they were forwarded to the platform and fired off events as if the order was initially placed directly with the company.

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## Digital Content Strategist Intern

2019-2020

### INDUCOMP Corporation | Pacific, Missouri

- Assisted the project manager to coordinate a multi-million-dollar product deployment for Waste Management Inc.
- Confirmed routes, schedules, and finalized invoicing per site for Waste Management deployment.
- Coordinated details for Waste Management project including every continental US site along with select Canada sites.

## Team Member

2016 - 2021

### Chick-fil-A | Des Peres, Missouri

- Served guests with excellence while creating a fun and safe environment amidst COVID-19 Operational Challenges.
- Assisted the Operations Lead by setting Operator-Led Delivery order and driver capacity limit in the DigitalQ Management System in addition to being an Operator-Led Delivery Driver.
- Assisted the Catering Director with catering delivery logistics, specifically with our recurring Mercy Hospital account.
- Resolved guest complaints and issues making the guest feel heard and taken care of.

## Communications Intern

2017

### First Free Church | Manchester, Missouri

- Collaborated with other church ministry departments to coordinate a live concert with Recording Artist Jason Gray.
- Established and produced two active podcasts to promote church involvement published and distributed on Apple Podcasts, Google Play, and SoundCloud.
- Communicated with other church ministry departments to plan weekly church services.