

Marc Beinder

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marcbeinder.com

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

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

Skills

SQL	Power BI	TIBCO WebFOCUS
SAP Crystal Reports	Data Aggregation	Data Integration
JavaScript	Product Development	HubSpot CRM
Microsoft 365 Admin	Google Workspace Admin	Email Marketing
Google Ads	Microsoft Ads	Twitter Ads

Education

BS Digital Marketing, December 2021
Lindenwood University | St. Charles, Missouri

Experience

Podtrics.com | Saint Louis, Missouri

Founder | 2019 - 2023

- Develop a cloud native application for the hosting, distribution, measurement and analytics of podcast audio and podcast audio consumption.
- Define the marketing strategy to reach independent creators to position Podtrics as a tool that can conform to their workflow without having their workflow conforming to the tool.
- Design and create various marketing materials for social media as well as Podtrics.com to deliver value to creators before they commit to Podtrics.
- Manage business operations; identifying business needs and budgeting for different experiments to grow the business.

National Information Solutions Cooperative | Lake Saint Louis, Missouri

Report Writer Specialist | 2022 - 2023

- Collaborated with Electric Utility, Telecom, and Broadband Providers to build reports using various platform technologies including TIBCO WebFOCUS and SAP Crystal Reports powering business operations and discovering business insights to deliver value using billing data.
- Utilized ServiceNow for case and task management while also monitoring pertinent change requests related to cases.
- Databases include Oracle, Progress Horizon, and Postgres.

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etrailer.com | Wentzville, Missouri

Search Engine Marketing Specialist | 2021 - 2022

- 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.

Rx Systems PF Inc. | Maryland Heights, Missouri

Platform Manager | 2020 - 2020

- 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.

Awards

St. Louis Business Journal - Inno Under 25

2021 Award Winner

Certifications

Google - Google Analytics for Beginners

Certified 2021