

# Ivan Gaal

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## Experience:

### **Online Marketing Manager, AirTight Networks**

*November 2014 - Present*

*AirTight Networks simplifies connectivity to the digital world as a global leader in highly secure cloud-managed Wi-Fi solutions.*

- Filmed and edited multiple customer testimonial videos and press briefings at the NRF 2015 tradeshow for use in partner recruitment
- Produced product demo videos for use in product launch announcements; edited/repurposed existing video assets for use as sales enablement materials
- Created visual, video, and web content for use in demand generation activities such as event pre-show marketing & follow-up, nurture programs, internal/external email communications and more
- Designed landing pages, emails and graphic assets in a variety of styles for use in demand generation efforts

### **Marketing Coordinator, Nominum, Inc.**

*March 2013 – October 2014*

*Nominum is a leading provider of network infrastructure, network security, customer care and marketing solutions for the telecom industry.*

- Created titles, motion graphics and animations for web videos produced by outside creative agencies to more effectively communicate solution benefits
- Assisted in production of product demo videos used to close deals with tier 1 telecom companies
- Designed web graphics, print collateral and other creative assets that maintained brand integrity while effectively communicating the appropriate messaging
- Created a database of target accounts/prospects then developed and implemented an integrated marketing plan to reach them through content marketing, email marketing, social media marketing, SEO / SEM and event marketing strategies
- Managed all marketing automation activities including html email design, landing page creation and building/executing programs, sfcd campaign management and reporting/analysis
- Prepared weekly reports with detailed analysis and actionable insight regarding web traffic, lead status and program performance

### **Marketing Coordinator, Adler Fels Winery**

*June 2011 – March 2013*

*Adler Fels (now Sonoma Estate Vintners) is a leading producer of nationally distributed and private label brands such as “Kitchen Sink” and the NPF Wine Collection, as well as a custom bottling facility.*

- Produced in house video tasting notes with head winemakers for social promotion, sales enablement and awareness
- Photographed all new product lines and new vintages for use in sales materials and on the website
- Designed eye catching, elegant and abstract package labels for both national and private label brands
- Crafted engaging copy for tasting notes, sell sheets, social updates and label “romance copy” to increase brand appeal for both consumers and trade customers
- Prepared sales presentations and product mockups (both graphic and physical) that contributed to and enhanced the selling process

## Education:

**Sonoma State University**

*August 2006 – December 2011*

Bachelor of Science: Business Administration (Marketing Concentration)

*Coursework in Storytelling via Video, Advanced Video Production and general Business/Marketing curriculum.*

### **Awards & Honors**

- Dean's list recipient, Fall 2010 & 2011

## Skills:

Extremely passionate and highly skilled in Adobe Creative Cloud including: Premiere Pro, After Effects, Character Animator, InDesign, Illustrator, Photoshop, Dreamweaver, and Lightroom. Also familiar with Edge Code, Edge Reflow and Flash Builder.

Other skills include: demand generation, marketing automation, program management, html/css, visual design, social media marketing, Google Analytics, SEO/SEM, product/event/artistic/action photography, storytelling, content marketing, page layout, event management, and WordPress.