

# DEZ KING

Marketing Director | CMO

---

**LOCATION** DENVER, COLORADO

**TEL** (719) 355-9261 | **E** DEZKING28@GMAIL.COM

**WEB** WWW.DEZKING.COM

---

## PROFILE

Solutions-driven Marketing Director leading teams to design and implement projects that advance business objectives and deliver effective results. Cultivates innovation, fresh perspective, and collaborative team culture. Proactive, forward-thinking, data driven with a track record of success in problem solving, improving efficiency, and managing projects from start to finish. Operates with a supportive and consultative leadership approach.

---

## CORE STRENGTHS

- Communication and Negotiation
- Exceptional Organization
- Budgeting and KPI Reporting
- Marketing Planning and Strategy
- Graphic Design & Website Design
- Website Management
- Copywriting
- Market Research
- Project Management
- Microsoft Office
- Adobe Creative Suite
- Website and E-Commerce Platforms
- Email Marketing Platforms
- Google Analytics and AdWords
- Social Media Management & Marketing
- Project Management Tools and Apps

---

## PROFESSIONAL HIGHLIGHTS

- Created, executed, and managed strategic marketing plans, website design, social media, print and digital advertising & collateral, and KPI reporting for startup mortgage company, Colten Mortgage. Maintained a marketing budget of \$10 million, using only 3-5% of annual revenue for marketing expenses. Increased social media following by 536% and website traffic by 1,900%. Developed an internal website for employee training, onboarding, communication, and access to marketing resources.
- Instrumental in scaling startup mortgage lending company from 2018 to 2021: from 9 to 155 employees; licensing expansion from 1 to 25 states; 4,122% increase in online reviews & survey responses (with a 89% response rate); 785% increase in funded loans (from 274 to 2,426) 578% increase in loan volume (from \$89 million to \$613 million)
- Developed, managed, and sold two businesses in under 12 months, for over 300% profit. Patented ingredient blend to form Omega Seed Spice, a line of superfood seasonings. Designed branding, packaging, built e-commerce website, planned and executed all marketing projects.
- Created marketing training program and materials for over 100 franchisees of Moran Family of Brands to accelerate successful business launch operations and grand openings across U.S.
- Project managed in rebranding and grand opening events for Presence Health new healthcare facilities, after completing the largest healthcare mergers in the Midwest.
- Produced and integrated project management system to monitor and track marketing operations, KPIs, timelines, progress and results for Presence Health marketing department.

---

## EDUCATION

**UNIVERSITY OF ST. FRANCIS - Joliet, IL**  
Bachelor of Arts, 2007-2011  
Mass Communication, Visual Arts

**ARMBRUST REAL ESTATE INSTITUTE - Denver, CO**  
Broker Associate Course, Completed April 2017

## PROFESSIONAL EXPERIENCE

---

**COLTEN MORTGAGE** FEBRUARY 2018-JANUARY 2022  
Greenwood Village, CO

### MARKETING DIRECTOR / CMO (reporting directly to CEO)

- Developed and managed engaging, high-converting website and custom landing pages
- Proactively created structured marketing processes, brand standards, and designed all marketing collateral
- Built internal website for new employees, including marketing resources, assets, training videos, marketing playbook for procedures, strategies and examples (coltenmarketing.com)
- Responsible for delivering marketing onboarding and training procedures
- Generated efficiency systems with CRM integration utilizing automated drip marketing campaigns, review and survey management integration, and Hootsuite multichannel social media publishing and reporting
- Created online directory listings for enhanced organic SEO, local brand awareness, and lead generation
- Established and managed marketing department budget and reallocated funds according to performance metrics
- Defined and oversaw marketing KPI reporting on a monthly and annual basis, including online reviews, survey results and data, Google Analytics, lead source costs and conversion data, online directory listing views and activity, and social media engagement
- Increased social media following by 536% and Google business listing views by 3,177% from 2018 to 2021
- Boosted organic online reviews and ratings from 55 in 2018 to 2,322 by 2021, maintaining a consistent average of 4.9 out of 5 stars
- Assisted in acquisition of 8 top-producing home builder partnerships and 12 local real estate partnerships

---

**KING DEZIGN & SKYLENS AERIAL PHOTOGRAPHY (FREELANCER)** AUGUST 2013-PRESENT  
Colorado Springs & Denver, CO

### OWNER + OPERATOR

- Provide professional photography services for construction, commercial & residential real estate
- Equip businesses with mobile friendly websites, organic SEO and online presence, and graphic design

---

**HEALTHGRADES.COM** FEBRUARY 2015- MAY 2016  
Denver, CO

### WEB ANALYST

- Defined metrics and KPIs for digital marketing programs including email, website, SEO/SEM
- Generated data reports providing insight to executives and development teams for website engagement, traffic, design flow and functionality improvements, bug fixes, and monitoring benchmarks

---

**MORAN FAMILY OF BRANDS** OCTOBER 2013-JANUARY 2015  
Midlothian, IL

### MARKETING MANAGER

- Led marketing, communications, and engagement strategy for a multi-brand franchise company with over 100 franchise territories in the U.S.
- Oversaw outbound marketing, including direct mail campaigns resulting in a record breaking \$14k in sales and 73% new customer growth in a single day
- Developed marketing training and support materials for new and existing franchisees

---

**PRESENCE HEALTH** DECEMBER 2011-NOVEMBER 2013  
Joliet, IL

### MARKETING COORDINATOR

- Coordinated all marketing efforts to drive brand awareness in close cooperation with executive leadership
- Initiated and developed innovative marketing campaigns with focus on digital advertising, social media, and website management – increasing overall website traffic by 26%
- Assisted in event planning and execution for trade shows, educational seminars, grand openings, award ceremonies, and community events
- Managed a team of three interns for creative production, copywriting, and event planning