

haydenwreyford

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ABOUT

I'm that guy who invents, leads, connects others, makes things happen, and creates order out of chaos. I figure out what to do when there's no rule book. I delight and challenge clients and peers. I require that I love my work so that I can pour the best of myself into it. And for that reason, I enjoy turning each day into a kind of art.

SUMMARY OF QUALIFICATIONS

Excellent listener and communicator ★ Relational, friendly, casual, authentic, and trustworthy ★ Organized and detail-oriented ★ Troubleshooter ★ Problem solver ★ Highly self-motivated ★ Gifted writer and speaker ★ Exceptional people skills ★ Enjoys being a trusted resource for people ★ Extroverted, gregarious team player with great sense of humor ★ Proactive Thinker ★ Operates well autonomously or with teams ★ Possesses a service-oriented mindset ★ Reliable under pressure ★ Loves challenges ★ Committed drive to exceed expectations ★ Creative thinker ★ Hungry for knowledge ★ Thinks outside the box ★ Enjoys accomplishing goals and solving problems

PROFICIENCIES

Mac OS Platform	Adobe InDesign	Project Management	Value/Content Marketing
iOS Devices & Applications	Adobe Photoshop	Electric/Acoustic Guitar	Graphic Design (Web/Print)
WordPress Platform	Adobe Illustrator	Writing/Blogging/Editing	Trust & Relationship Building

PROFESSIONAL EXPERIENCE

2013 | **Todaymade** | **Web Evangelist** | **Bismarck, ND**: Served as the sales contact for small web development firm ★ Established and grew Atlanta presence from nothing ★ Sold \$53,000+ of services within the first 3 months of employment ★ Wrote as a featured author on their blog ★ Managed client relationships and web projects from lead generation, through development, training, and eventually to product delivery ★ Developed CoSchedule, an editorial calendar for WordPress bloggers ★ Developed a sales funnel for CoSchedule, including value-based "freebies" to drive traffic to the site and increase user value and SEO ★ Developed web, email, and content marketing campaigns for CoSchedule.

2011-2013 | **Blueprint for Life/iDisciple** | **Communications Director** | **Alpharetta, GA**: **With Blueprint for Life (2011-2013)**: Coordinated and designed all marketing materials ★ Grew an audience from zero users to over 16,500+ blog subscribers in less than 8 months through applied content marketing techniques ★ Managed daily email marketing campaigns ★ Wrote as a featured author on the daily devotional blog ★ **With iDisciple (2013)**: Developed the product concept, user interface mockups, business proposal business plan directly with the CEO ★ Researched and interviewed software development firms to find the best fit ★ Led feature and content planning meetings

2009-2011 | **AppAdvice, LLC** | **Freelance Writer & Editor** | **Los Angeles, CA**: Remained up to date on technology-related news, events, and anything to do with Apple's iDevices ★ Edited and wrote posts in WordPress to publish on AppAdvice.com, which boasts over 1 million page views per month.

2009-2011 | **Curriculum Advantage, Inc.** | **Graphic Designer/Social Media Coordinator** | **Lawrenceville, GA**: Designed logos, banners, icons, illustrations for the marketing team ★ Designed marketing collateral ★ Managed vendors for print projects and provided art direction to outsourced art projects ★ Edited video for marketing campaigns ★ Collaborated with web developers to design web pages ★ Wrote, proofed, and edited copy for marketing material

2003-2009 | **Consumer Source, Inc.** | **Norcross, GA**: **As a Publications Developer (2009)**: Developed paperless workflow software to save \$100K/year and increase department performance by over 200% ★ **As a Graphic Support Specialist (2007-2009)**: Developed an Applescript application for InDesign to streamline department workflow ★ Developed InDesign scripts to convert 12,000+ ads to a new design, eliminating plans to outsource; subsequently tasked to lead the project ★ Created ads and logos, retouched and color corrected photos ★ **As a Production Artist II (2003-2007)**: Produced 2000+ pages each month for Apartment Guide magazines across the US ★ Received 2005 Employee of the Year Award for excellence in job performance

NOTABLE FACTS, EXPERIENCE & SKILLS

★ RightPath 4 Profile: Stylish Innovator	★ Proven sales & marketing ability	★ Proficient in web, social media, SEO, and technology in general
★ Perimeter Church member since 2002	★ Former guitarist for Dove Award-winning recording artist Aaron Shust & Grammy Award-winning recording artist Laura Story	★ Experienced writer & blogger
★ Worship leader at Perimeter Church		★ Husband, father of two boys
★ Proficient oral & written communicator		

EDUCATION & HONORS

1996-2001 | **The University of Georgia** | **Bachelor of Arts in Speech Communication** | **Athens, Georgia**: Major in Speech Communication ★ Minor in Mass Communication ★ 3.92 GPA in major; 3.6 overall GPA ★ Graduated Cum Laude ★ Presidential Scholar: Fall 1999; Dean's List Scholar: Spring 1997, Fall 1997, Winter 1998, Fall 1998; Hope Scholar: 1996-2001 ★ Member of various academic honors clubs: Lambda Pi Eta Speech Communication Honor Fraternity; Delta Epsilon Iota National Honor Fraternity; Phi Kappa Phi National Honor Fraternity; Golden Key National Honor Society