

# Poolak Forutanpour

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Marketing Reel: [www.poolak.me](http://www.poolak.me)

**OBJECTIVE** To secure a customer marketing position in a growing and reputable organization that provides a positive learning environment to advance and implement new strategies for the company's success.

## SKILLS

- **Experience with** Developing multi-channel strategies, B2B, managing internal teams & direct reports, cross organization collaboration, multi-vendor management, internal & external brand representation, managing project budgets, executing tactical & direct advertising campaigns.
- **Proficient in** Word, Excel, PowerPoint, InDesign, Photoshop, Lucid Press, Wix, WordPress, Mailchimp, Constant Contact, video editing software.
- **Project Manage in** Asana, Monday, Trello, MS Teams, Pipedrive, HubSpot, ACT, Zoho, Jira
- **Track using** Salesforce, MS Teams, Marketo, 6Sense, Terminus, Facebook Ad Manager, MailChimp, Pardot, many others.
- **Network on** MS Teams, Skype, Hipchat, Slack, Zoom

## EXPERIENCE

### Marcom Specialist (Contract)

Lytx, Inc.

Jan 2020 – March 2021

- Worked cross-departmentally to provide marketing support for the 4G customer upgrade project plan.
- Designed and created new assets such as brochures, eBooks, digital ads, client testimonials, landing pages, and customized website personalization.
- Collaborated with copywriter to update and refresh several blogs and articles to be placed in new client upgrade stream and ongoing email nurture campaigns.
- Provided marketing support for new client UI and hardware migration as well as in product messaging and custom eSignatures for the CSM and KAM teams.
- Developed multiple pre- and post-marketing email campaigns for Annual Client User Group Conference and first Virtual Lytx Forum.

### Marketing Consultant

The Brilliant Co.

Jan 2019 – present

- **Neighborhood Healthcare (Jan 2020 to Present):** Providing marketing support for website revisions, landing page and form redesigns. Developed audio scripts for Pandora and Spotify ads, email marketing and social media campaigns. Lead on Annual Gala timeline and sponsorship materials.
- **Resource1Staffing (July 2019 to Present):** Created company 1-pager and multiple social media ads that highlighted available candidates for hire. Provided blog content that drove traffic to website through online social media. promotion. Researched and designed formal Client Attainment System (CAS) for outreach program.
- **Bundoran Group:** Researched and designed and a nine-page formal Client Attainment System (CAS) for the outreach program per client request.

### Client Brand Manager

AMN Healthcare

Sept 2018 – June 2019

- First MSP and Nursing Brand Manager at AMN supporting \$150M+ healthcare contracts.
- Developed multi-channel strategy and execution plan to support assigned service provider.
- Led team of passionate designers, engineers, and copywriters to create several websites.
- Established strong relationships with sales and account teams to develop marketing channels.
- Project management, lead generation, nurturing webinars, and social campaigns.
- Brainstormed, storyboarded, scripted, produced, and edited videos for company website.

- Worked with prominent video agency to produce custom clinician testimonial videos.
- Provided marketing oversight on all social and email.
- Provided support and graphical assistance to Sales team.
- Developed pre- and post-tradeshaw marketing communication and campaigns.

**Marketing Manager    US Direct    Sept 2016 – May 2018**

- Increased website traffic by 17% per month using inbound marketing techniques.
- Monitored brand performance and developed performance improvement plans.
- Promoted auto warranty, data sales/purchase, direct mail, and other digital services.
- Represented company at conferences and trade association meetings.
- Identified and brought on new individual and business vendors.

**Sr. Affiliate Marketing Manager                          LightSword Media                          Oct 2011 – May 2015**

- Cultivated professional relationships with vendors and negotiated contracts.
- Upheld compliance regulations and monitored performance.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Attended nationally recognized events (ASW, CFSA, etc.) for networking with customers.
- Monitored lead flow and daily conversions to prevent excessive posting or fraud.

**Affiliate Marketing Manager                          SimplyInk.com                          July 2009 – Oct 2011**

- Built a new marketing channel for ink and toner site that drove sales to \$2M over 3 years.
- Recruited and individually managed 500+ affiliates.
- Responsible for placing and testing publisher pixels.
- Coordinated booth during Affiliate Summit West and East 2010 and 2011.
- Generated over \$2.2 million in revenue over the course of 2 and half years.

**Affiliate Marketing Manager                          LeadCreations                          Mar 2007 – July 2009**

- Executed cost-per-acquisition marketing campaigns.
- Used email lists, search engines, affiliate marketing partners, and lead wholesalers.
- Directed IT team in designing HTML graphic creatives for campaign launches.

## EDUCATION

**Masters of English Literature**  
California State University, Fullerton

**Bachelors in Comparative Literature**  
University of California, Irvine

## VOLUNTEER

**Scholarship Chair/Board Member**  
UC, San Diego Health

**HCC of Southern California**  
COVID Vaccination Volunteer

**January 2019 – Present**  
**February 2021 - Present**