

Gregg Blanchard

Student. Entrepreneur. Doer.
www.greggblanchard.com

960 N 600 E #38
Logan, UT 84321
(801) 735-2006
dgreggblanchard@gmail.com

Goal/Objective

My hope is to improve my marketing skills through hands-on experience in larger-scale organizations and to build upon the skills I have already obtained from running my own business and successes in marketing projects in other organizations.

Marketing Experience

Founder/Owner :: Second Nature Snowmaking :: 2005 - Current

- Market home snowmaking products to worldwide customers during winter months
- Optimized website to achieve Google search rank of #3 or better for 4 most popular search terms
- Analyze statistics to track and increase conversions, visitors, and revenue
- Increased revenue per site visitor by 40% over the last year
- Designed and created entire line of home snowmaking products
- Continuous product improvement to meet market and customer needs

Marketing Intern :: Hawkeye Technology, Inc. :: Summer 2007 - Present

- Wrote and carried out an internet marketing plan for TimeClick™ software
- Increased online sales of TimeClick™ software by 350%
- Improved Google search ranking from #110 to #19 since January 1, 2008

Market Researcher :: USU Partners in Business :: January 2008 - Present

- Researching alternative marketing efforts for on-campus business seminars
- Working toward goal of doubling attendance from paying attendees
- Participating in interviews, focus groups, surveys, and secondary research

Marketing/Development Intern :: Pleasant Grove City :: May 2006 – September 2006

- Organized research program to discover local business owners' needs and concerns
- Personally interviewed 50 owners and CEOs of local companies
- Created a system to publish the data which is now used by other Utah cities

Marketing Associations

American Marketing Association :: Member

Collegiate member and regular attendee of Utah State University AMA meetings
Recently chosen as webmaster for Utah State University AMA Club website

MarketingExperiments.com :: Seminar Participant

Participated in over 20 marketing seminars to date
My business website, www.snow-maker.com, was featured in two, 2007 seminars

Education

BA Marketing

Utah State University

Graduation Date: Dec 2008

GPA: 3.1

Leadership/ Volunteer

Podcast Creator and Host

Created and currently host a podcast for student entrepreneurs (250+ active listeners)

UVSC Track Team

Improved self discipline and ability to work well under high, competitive pressure

Romanian Speaking Volunteer

Two-year, self-funded religious service in Romania - fluent in the Romanian language