



# Dylan Koltz-Hale

I am passionate about utilizing my professional and personal skills to drive socially and environmentally conscious projects and relationships.



dylankoltzhale.com



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ST. PAUL

(born & raised)

## Education



University of Minnesota, Duluth MN - BA Communication, minor in Business Admin.  
2014-2017



University of Manitoba, Winnipeg CA - First year of university, business studies. 2013-2014



Erasmus Universiteit, Rotterdam NL - Exchange program, marketing and media studies. 2017

## Employment

### Digital Marketing Strategist

Snap Agency  
03/2018 - Current



#### Duties

- Allocate over \$30K in monthly client marketing budgets and execute/delegate deliverables.
- Present marketing reports to clients and demonstrate ROI.
- Contribute to and present Snap's sales deck to prospective clients.
- Continuously evaluate accounts for opportunities to improve performance and upsell services.

#### Achievements

- Closed sale to an existing client for SEO services on a second business property.
- Lead a SEO seminar hosted by Snap for high school students.
- Retained clients during the acquisition of a Florida based digital agency.
- Leading strategy on an account that has grown organic traffic revenue by 60% year over year.

### Segway Tour Guide

Mobile Entertainment  
2016 - 2017



#### Duties

- Educate and entertain guests on Segway tours of Minneapolis and Saint Paul.
- Present safety information and assist guests in operation of Segways.
- Inform pedestrians and guests of the tours and experiences offered by Mobile Entertainment.
- Act as an unofficial ambassador for the Twin Cities and the state of Minnesota to guests from around the world.

## Skills and Experiences

- Digital marketing strategy
- Marketing webinar content/promotion
- Sales presentation
- Excellent written and verbal communication
- Email marketing strategy/execution
- Stable and composed under pressure
- Strong client relationship building
- Dedication to continuous improvement
- DSLR Photography/editing (manual mode)
- Google/Adobe/Microsoft suite
- Excel/pivot tables

### Big Brothers Big Sisters

Weekly hang-outs and special events with my little brother.  
04/2018 - Current

### Underland Project

Digital marketing consulting and video project assistance for local non-profit.  
02/2018 - Current

## Interests

Nutrition  
Yoga/Meditation  
Digital Marketing  
Sustainability  
Basketball  
Photography  
Fishing  
Geography/Maps  
World History  
Culinary Experiences  
Foreign Cinema  
Sauna