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# MARINDA BEAN WILSON

760-593-7090  
MARINDA@MARINDABEAN.COM

[LINKEDIN](#)  
[PORTFOLIO SAMPLES](#)

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## EDUCATION

### ***Master of Arts Degree, Strategic Communications***

National University; La Jolla, California

### ***Bachelor of Arts Degree, Mass Communication/PR***

University of Utah; Salt Lake City, Utah

### ***Associate of Arts Degree, Graphic Design***

Utah Valley University; Orem, Utah

## EMPLOYMENT EXPERIENCE

JUNE 2015 - PRESENT

### **International Portfolio Brand Manager**

Young Living Essential Oils  
Lehi, UT

- Collaborate with senior portfolio manager in developing nutrition strategy for domestic and international markets
- Work with Product Management team to identify potential customer needs, implement the product development process and its global marketing strategy
- Serve as the International Markets Liaison; Provide detailed communication with domestic and international markets
- Develop marketing projects in relationship to nutritional needs
- Develop and implement relevant, on-target product and brand messaging
- Participate and collaborate in cross-functional teams to grow our portfolio of products
- Supervise the creative needs of existing and nutritional product releases from concept through product life cycle
- Create compelling marketing and writing materials to support the sales and promotion of nutrition category (Blogs, Product Information Pages, Marketing Briefs, etc.)
- Create educational materials and campaigns in order to promote sales of the nutrition category
- Create New Product PowerPoint Presentations for Department

JUNE 2014 – MAY 2015

### **Marketing Communications Manager**

KLAS Research  
Orem, UT

Responsible for all Social and Traditional Media Activities:

- Corporate and guest blog content manager/editor
- Social Media Manager - all social media outlets and messaging
- Corporate Public Relations contact
- Design and implement Editorial Calendar

Corporate Event Planner:

- All live and online Event Planning and management
- Contract negotiation

- Digital event set-up, promotion and execution (webinars, townhalls, conferences, etc.)

Other:

- Development of 2015 Corporate Marketing Plan
- Work with Graphic Designer to provide Creative/Design guidance/feedback as needed
- Graphic Design and Photography projects as needed

APRIL 2013 – June 2014

**Owner, Communications Consultant**

Marinda Bean Communications  
San Diego, CA

- Marketing, Public Relations, Advertising, Graphic Design consulting and collateral production
- Establish and write Marketing Plans
- Define Brand Strategy and Messaging; Design logo
- Establish communication channels/media
- Website Design; Search Engine Optimization, analytics
- Content Creation; Research, writing, editing, multiple styles/guides

**Marketing Director; Consultant**

Oceanside Glasstile  
Carlsbad, California

- Development of all corporate communications messaging
- Implemented process improvements via implementation of DAM and CMS applications and updating mass email service provider
- Development of image, collateral and video library
- Creation and direction of print and digital sales collateral
- Branding updates to parent and sub-brands, including logo design
- Project management of major website re-design and catalog creation
- Management of Marketing Department budget and personnel
- Define and execute growth strategies for company and sub-brands
- Photography, videography and graphic design production
- Social Media optimization and metrics implementation

**Digital Marketing Manager; Consultant**

Quantum Learning Network  
Oceanside, California

- Design and implement marketing campaigns including brand identity promotion and preservation, SEO, SEM, PR, advertising and corporate communication elements
- Design and implement SEO strategy; Provide SEO analysis and optimization on all online content
- Manage creative team (freelance writers and graphic designers)
- Serve as media contact, provide press releases and media kits
- Create interactive training materials and presentations
- Manage PPC company/campaigns
- Write, edit and publish content for all electronic communications including blog, press releases, newsletters and emails
- Design and manage editorial calendar
- Provide infographics, ads and photography as needed

September 2010 – April 2013

**Editor, TopTenREVIEWS.com and NorthOrion.com**

Tech Media Network  
American Fork, Utah

- Responsible for quality, quantity and timeliness of content
- Supervise staff of 30+ writers, copyeditors and interns in two offices, plus off-site freelance writers.
- Work as the intermediary between the Content Department and Sales Department to ensure timely delivery of quality content to fulfill clients' expectations.
- Manage a vast media library to enhance the quality and quantity of images available to accompany content and enhance brand quality.
- Write and copyedit content as needed; provide writing guidance and instruction as needed.
- Serve as PR consultant to the President as needed.
- Provide Search Engine Optimization (SEO) Research and Training to staff to increase online presence and individual story success.
- Receive on-going extensive On-Screen, Search Engine Optimization (SEO) and Omniture trainings.

July 2005 – September 2010

**Director of Training & Communications**

Enlightened Wealth Institute (EWI)  
Provo, Utah

*Sales & Marketing Department:*

- Create and produce new products and work with Joint Venture groups to attract new students and generate leads for the sales floor.
- Design and implement new marketing campaigns.
- Write and edit sales copy for online and print marketing.
- Supervise full-time Training Manager, Marketing Manager, Student Resources Manager and 6-9 off-site sales instructors.
- Work frequently with out-of-house printers, graphic design teams and mass mail production house.
- Serve as creative director on all out-going products.
- Layout and graphic design work as needed.
- Provide customer service department, sales floor and events team with copy, marketing support and information required to perform optimally on an on-going basis.
- Write and distribute multiple promotions each week for on-going sales webinars.
- Host sales webinars to produce sales floor leads.
- Direct all corporate event planning and execution, including annual 400+ person semi-formal parties.
- Spearhead Internal PR/Employee Relations initiatives.
- Provide Concierge Service to high-end clients during and following special Platinum Elite, Inner Circle and Mastery events (\$30,000-\$70,000 tuition programs).
- Collaborate closely with multi-millionaire speakers and business owners to create products and execute sales events.
- Create Sales dossiers on products and programs and train Sales Staff where needed.
- Attend and sell at quarterly Wealth Retreats throughout the United States where dozens of \$1,500 to \$30,000 products were sold.

*Communications Department:*

- Responsible for all out-going messages and materials including serving as Editor of Wealth Empowerment Weekly ezine.
- Ghostwrite messages, articles and book chapters for Robert G. Allen and other EWI authors, instructors and executives.
- Develop a new communications desktop platform and attracting new users (approximately 2,000 in 2 months).
- Provide customer service department, sales floor and events team with copy, marketing support and information required to perform optimally on an on-going basis.
- Corporate event planning and internal PR/employee relations.
- Provide customer relations, phone etiquette and basic marketing training and some supervision to Customer Service and Call Center staff of 100+ as needed for increased performance and customer satisfaction.
- Produce quarterly Wealth Retreat event planning materials including program schedules of speakers, bios, product features, etc.
- Utilize video and editing skills and software programs.

*Training Department:*

- Provide online, audio and print materials to approximately 60,000 new and existing students.
- Create and produce products, programs and courses.
- Supervise full-time Training Manager and 6-9 off-site course instructors teaching 32 or more weekly live and static classes.

## Special Skills

- Marketing, Editorial and Creative Writing/Editing Expertise
- Creative Vision, Planning, Execution
- Organized, Analytical, Efficient; Exceptional Research Skills
- On-Screen Training and Experience
- Social media, Blog and SEO Expertise
- Graphic Design, Photography, Basic HTML
- Small- and Large-Scale Social and Business Event Planning Expertise
- Branding and Marketing Innovator
- Implementation of Advertising Theories & Designs
- Email and website marketing design, implementation and analytics
- Extensive Human Resources experience including hiring, conducting employee reviews, disciplinary action and remediation, conflict resolution, unemployment hearing before a judge and more.
- Liaise between departments - Sales, Editorial, Marketing, eCommerce
- Exceptional performance under deadline
- Extensive communications training and execution including creating and implementing Crisis Communication Plans, Public Relations, Media Laws and Ethics, Marketing Plans, Comprehensive Communication Plans and much more.
- As an Editor for a technology review site, I have enjoyed exposure to a vast array of technology products and learned how to best capitalize on the myriad available technologies.

## Software Proficiencies

- Microsoft Office (Word, Excel, PowerPoint)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, DreamWeaver)
- SharePoint (Intranet, Project/Staff Management tools)
- Asana (Project Management)
- WebDAM (Digital Asset Management)
- Omniture (in-depth website/eCommerce analytics)
- GoToWebinar (hosting webinars)
- Google Analytics (website tracking)
- Audacity (Audio Editing)
- Adobe Premier (Video Editing)
- Marketo
- Salesforce and multiple other CRMs

## Marketing, Editorial, Writing/Editing Expertise

- Extensive communications training and execution including creating and implementing Crisis Communication Plans, Public Relations, Media Laws and Ethics, Marketing Plans, Comprehensive Communication Plans and more.
- As an Editor for a technology review site, I have enjoyed exposure to a vast array of technology products and learned how to best capitalize on the myriad available technologies.
- On-Screen Training and Experience
- Social media, Blog and SEO Expertise
- Small- and Large-Scale Social and Business Event Planning Expertise
- Branding and Marketing Innovator
- Email and website marketing design, implementation and analytics
- Organized, Analytical, Efficient
- Exceptional Research Skill