

# GRAYSON MAKER

MARKETING PROFESSIONAL

Skilled in digital marketing, marketing automation, and brand strategy. I'm a blend of problem-solver and storyteller with experience straddling entrepreneurship and marketing. Add me to your team to inject versatility, energy, and drive strategic growth forward.

## EXPERIENCE

### MARKETING SPECIALIST

Compass Aviation Group | Remote | Jan 2023 - Present

- Crafted the company's first positioning statement, mission, and voice/content guide. Clear brand direction resulted in acquisition of 6 major clients and a 33% increase in project engagements.
- Segmented the market analytically to refine the customer target base by 76.6%, enabling more precise and impactful marketing campaigns.
- Spearhead brand campaign to implement Google Analytics, refresh content, unify narratives across digital channels, and increase visibility/engagement.

### GROWTH STRATEGIST

Compass Aviation Group | Remote | Jan 2021 - Jan 2023

- Engineered a strategic growth initiative that broke a \$3M revenue plateau, resulting in a 200% revenue growth, team expansion from 6 to 8 members, and a 6X increase in net income within a year.
- Persuaded leadership team to pivot business strategy toward high-potential product category, positioning the company for accelerated growth and increased market share.
- Orchestrated a unified automation strategy across departments, categorized over 250 data types, evaluated over 100 software tools, and employed no-code and SQL solutions; streamlined one contract process from 3 days to 1 hour.

### TECHNOLOGY MARKETING ANALYST

IDEA Center | South Bend, Indiana | May 2019 - Oct 2019

- Collaborated with faculty and industry experts to evaluate market viability and create targeted go-to-market strategies for new technologies.
- Published 65 science, engineering, and technology profiles, eliminating a multi-year backlog. Wrote copy integrating key metrics and data into cohesive narratives for industry investors.

## CONTACT

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## EDUCATION

### UNIVERSITY OF NOTRE DAME

Aug 2016 - May 2020

Bachelor of Arts, Psychology  
Business Econ Minor

## CERTIFICATIONS

### DIGITAL MARKETING

Google Career Certificates

### INBOUND MARKETING

Hubspot

## PROFESSIONAL SKILLS

- Strategic Planning
- Creative Problem-Solving
- Verbal & Written Communication
- Market Segmentation & Analytics
- Brand Strategy

## TECHNICAL SKILLS

- *Google* - Docs, Sheets, Slides
- *Microsoft* - Word, Excel, Powerpoint
- *Adobe* - Photoshop, Acrobat, Illustrator, Premiere
- *PM* - Asana, Clickup
- *CRM* - Hubspot, Salesforce
- *Automation* - Zapier, Make
- *Web Dev* - HTML, CSS, Wordpress, Wix