

JAMES ROOT

BUSINESS OWNER



SUMMARY

Business Owner with 10 years experience in marketing. Responsible for planning, branding, PR, SMM, PPC and SEO activities. Grew the client base from 0 to 500 clients, achieving annual gross sales of \$900,000. Possesses MBA Certificate and other more

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EXPERIENCE

Business Owner

Kyobi Digital Agency | 2016-Present

- Meet with customers to gain a better understanding of the business needs and collaboratively identify best practice solutions and define report requirements
- Work with cross-functional teams to manage ad ops and develop content
- Detect root causes of changes in metrics and effectively communicate these insights to different business partners
- Collaborate with all functions of multifamily, portfolio and tenant content collection to ensure maximum efficiency and best-in-class customer service is achieved
- Effectively build and maintain mutually beneficial relationships with clients, with a heavy emphasis on personal attention and customer service
- Responsible for creating short and long-term product vision, communicating vision to the team and business stakeholders
- Participate in annual budget preparations

SKILLS

- Digital Marketing
- PR
- B2B marketing strategy
- Agile marketing
- Networking
- Leadership
- Delegation and time management
- Financial management
- Negotiation Skills
- Team Building Skills

ACADEMIC BACKGROUND

Mellsborough University

MA in Psychology, 2017

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