

DUSKIN ANTHONY TERTELING



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PROFESSIONAL EXPERIENCE

PLUS OPERATIONS MANAGER, MARRIOTT DIGITAL SERVICES, MARRIOTT INTERNATIONAL, BOISE, ID.

- CURRENT

- HIRED AND TRAINED A TEAM OF 10 MEMBERS SUPPORTING 650+ HOTELS PAID DIGITAL MARKETING EFFORTS.
- INCREASED MARKETING SERVICES PROGRAM SCORES BY 91% DURING 2022 FROM 43.5 TO 83.3.
- MANAGED ALL PAID MEDIA PRODUCT SERVICE OPERATIONS FOR MARRIOTT DIGITAL SERVICES GLOBALLY, INCLUDING US/CA, CALA, AND APEC. 1300+ HOTELS GENERATING OVER 367M IN REVENUE FOR 2022 AT A 13:1 ROAS.
- DEVELOPED NEW PAID MEDIA PERSONALIZED REPORTING DELIVERABLES FOR BOTH CLIENTS AND MDS LEADERSHIP.
- LEAD OVER 250+ PAID MEDIA STRATEGY CALLS FOR OVER 200 HOTELS.

PROJECT MANAGER, PAID MEDIA CONSULTATION, MARRIOTT INTERNATIONAL, AQUEST STUDIOS, BOISE, ID.

- WINTER 2021-WINTER 2022

- LEAD 4 DIGITAL ANALYSTS TO PARTNER WITH MARRIOTT BRAND, OPERATIONS, CUSTOMER SUCCESS, AND DIGITAL AD PLATFORM TO IMPLEMENT HOTELS DIGITAL PAID MEDIA CAMPAIGNS.
- SUCCESSFULLY ROLLED OUT A NEW PROGRAM GUIDED BY CUSTOMER FEEDBACK.
- OVERSAW DAY-TO-DAY MANAGEMENT OF PAID CAMPAIGN OPERATIONS, MANAGING TIMELINES AND DELIVERABLES FROM DEVELOPMENT TO DEPLOYMENT.
- PROVIDED WEEKLY LEADERSHIP REPORTING FOR ALL HOTELS GLOBALLY.
- COMPLETED 200 STRATEGIC CAMPAIGN RECOMMENDATIONS FOR OVER 100 HOTELS.
- MANAGE INTAKE QUEUES FOR CAMPAIGN AND DATA REQUEST GLOBALLY.

EDUCATION

ALL 2016 — BOISE STATE VENTURE COLLEGE, BOISE, ID.

ENTREPRENEURSHIP/LEAN START-UP METHODOLOGIES (AREA OF STUDY)

- DEVELOPED A BUSINESS MODEL CANVAS FOR AN ENTREPRENEURIAL VENTURE
- COMPLETED OVER 50 CUSTOMER INTERVIEWS TO DIRECT PRODUCT STRATEGY

WINTER 2014 — SUMMER 2013 — CORNELL UNIVERSITY, ONLINE.

DATA DRIVEN MARKETING (CERTIFICATION)

- APPLIED STATISTICAL METHODS TO MEASURE AND PREDICT CONSUMER PREFERENCES TO SEGMENT TARGET CUSTOMERS IN A MEANINGFUL WAY.
- USED CUSTOMER LIFETIME VALUE MODEL TO MODEL TO PLAN STRATEGIC CUSTOMER ACQUISITION AND MANAGEMENT.

FALL 2008 — SPRING 2013 — BOISE STATE UNIVERSITY, BOISE, ID

BUSINESS MANAGEMENT (MAJOR), LEADERSHIP & PSYCHOLOGY (MINORS)

- CUMULATIVE G.P.A. OF 3.46; LAST 50 CREDITS G.P.A. OF 3.91
- SELECTED AS THE COLLEGE OF BUSINESS & ECONOMICS SIGNATURE STUDENT
- CHOSEN BY PROFESSOR TO GIVE LECTURE TO 300+ PSYCHOLOGY & BUSINESS STUDENTS ON LEARNED OPTIMISM & POSITIVE PSYCHOLOGY.

SKILLS, INTERESTS, & CERTIFICATIONS

- SKILLS: EXCEL, MS OFFICE, MAC OS, WEBSITE DESIGN: HTML5, PHOTOSHOP, ADOBE CREATIVE SUITE VIDEO EDITORS, SALESFORCE, ZENDESK.
- ACTIVELY PURSUING PRIVATE PILOTS LICENSE
- IRONMAN TRIATHLON 70.3 BOISE – 2ND YOUNGEST COMPETITOR (2008), 11TH PLACE IN AGE GROUP (2013)
- GOOGLE AD SEARCH CERTIFIED 2020
- MOZ SEO CERTIFICATIONS: KEYWORD RESEARCH, PAGE OPTIMIZATION, REPORTING ON SEO TECHNICAL SEO SITE AUDIT, & BACKLINK BASICS.

PROJECT LEAD, PAID MEDIA CONSULTANT, MARRIOTT INTERNATIONAL, AQUEST STUDIOS, BOISE, ID.

- FALL 2020 - WINTER 2021

- CONSULTED AND ADVISED 344 MARRIOTT HOTELS GLOBALLY ON THEIR PROPERTY SPECIFIC CAMPAIGNS INCLUSIVE OF DIRECT RESPONSE METASEARCH, SPONSORED LISTINGS, PAID SEARCH, AND PAID SOCIAL CAMPAIGNS.
- DEVELOPED POST-COVID CHANNEL ROLL-OUT STRATEGY BY REGION, CUSTOMIZING APPROACH TO MARKET AND TRAVEL LANDSCAPE.
- COMPLETED 352 STRATEGIC CAMPAIGN RECOMMENDATIONS WITH HOTELS THAT GENERATED \$90.7M IN REVENUE YTD AT A 13.3 ROAS.
- INCREASED CUSTOMER SATISFACTION SCORE TO THE SECOND HIGHEST OUT OF ALL MDS PROGRAMS OFFERED GLOBALLY.
- MANAGED ALL MDS PROGRAM AD PLATFORM REQUESTS, INCLUDING USER ACCOUNT TRANSFERS, AND PRODUCT ESCALATIONS FOR 1800+ HOTELS.

PROJECT LEAD, DIGITAL ANALYST, MARRIOTT INTERNATIONAL, AQUEST STUDIOS, BOISE, ID.

- SPRING 2020- SUMMER 2020

- MANAGED 362 EUROPE AND APAC PROPERTIES PAID ADVERTISEMENTS WITH OVER \$8M ANNUAL BUDGETS AVERAGING A 8.6 ROAS.
- SEGMENTED HOTELS INTO BETA GROUP, TO TEST VARYING OPTIMIZATION TACTICS RESULTING IN 95% INCREASE IN EFFICIENCY. THIS INCREASED THE SIZE AND SCOPE EACH ANALYST COULD MANAGE.
- INCREASED OVERALL REVENUE BY ~ 30% YOY THROUGH ROOM NIGHT PRODUCTION.
- DEVELOPED AND IMPLEMENTED STRATEGIES FOR INDIVIDUAL HOTELS UTILIZING 11 DIFFERENT DIGITAL CHANNELS INCLUDING GOOGLE HOTEL ADS, FACEBOOK, TRIVAGO, EXPEDIA, TRIVAGO, KAYAK, AND MORE.

DIGITAL ANALYST, MARRIOTT INTERNATIONAL, AQUEST STUDIOS, BOISE, ID.

- SPRING 2019- WINTER 2020

- MANAGED OVER 250 DOMESTIC HOTELS PAID ADVERTISEMENTS WHILE AVERAGING ROAS OF 8.1.
- COMPLETED MONTHLY AND QUARTERLY PERFORMANCE REPORTS FOR HOTELS.
- DEVELOPED AND IMPLEMENTED STRATEGIES FOR INDIVIDUAL HOTELS UTILIZING 11 DIFFERENT DIGITAL CHANNELS INCLUDING GOOGLE HOTEL ADS, FACEBOOK, TRIVAGO, EXPEDIA, TRIVAGO, KAYAK, AND MORE.

MARKETING CONSULTANT, BOISE, ID.

- SPRING 2016 - SPRING 2018

- GREW PERSONAL INSTAGRAM CHANNEL TO 54K FOLLOWERS AND GENERATED OVER 4.68 MILLION VIEWS ON PERSONAL YOUTUBE CHANNEL.
- ESTABLISHED STRATEGIC PARTNERSHIPS WITH NISSAN AND ADVISED AND CREATED CONTENT FOR THEIR FACEBOOK, INSTAGRAM, AND TWITTER ON A WEEKLY BASIS.
- CAPTURED AND DEVELOPED THE STRATEGY FOR NISSAN'S FIRST INSTAGRAM ADVERTISEMENT.
- HIRED BY NISSAN TO CAPTURE CONTENT USED FOR PROMOTIONAL CONTENT:
 - AT THE RELEASE OF THE 2017 NISSAN GT-R AT THE NEW YORK AUTO SHOW
 - AT THE EXCLUSIVE 2017 GT-R TEST DRIVE EVENT AT SPA FRANCORCHAMPS AND THE AUTOBAHN.

MARKETING PROJECT MANAGER, BODYBUILDING.COM, BOISE, ID.

- ALL 2013 - WINTER 2016

- CREATED AND DEVELOPED ALL CREATIVE BRIEFS FOR EACH CAMPAIGN TO GUIDE IN-HOUSE CREATIVE TEAM IN DIGITAL AD CREATION.
- MANAGED CROSS-FUNCTIONAL MARKETING PROJECTS AND CAMPAIGNS THROUGH INTERNAL PARTNERSHIPS WITH IT, MERCHANDISING, INVENTORY, CUSTOMER SERVICE, DIGITAL PUBLISHING, COMMUNITY AND CREATIVE.
- MANAGE THE PLANNING AND EXECUTION OF SEASONAL THEMES AND SITE-WIDE PROMOTIONAL SCHEDULE.