

# Aaron Bean

## Global Strategist & Marketing Director

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Globally experienced digital strategist & marketing director with a successful track record of delivering business results. Relevant skills include:

- Strategic Planning
- Customer Insights & Market Research
- Global Marketing Strategy
- Go-to-Market Strategy
- Product Launch Strategy
- Multi-Channel Integrated Marketing
- Demand & Lead Generation
- Global Campaign Development
- Content Marketing Strategy
- Data & Analytics Strategy
- External Vendor Sourcing & Management
- Sales & Marketing Alignment

## TECHNICAL SKILLS

Microsoft Office Suite, Omnigraffle, Marketo, Eloqua, Salesforce, Pardot, WordPress, Drupal, Google Analytics, Google AdWords, Omniture (Adobe Analytics), Various social listening platforms, basic Photoshop, Illustrator, HTML skills.

## EDUCATION

- Bachelor of Arts, Philosophy, Colby College, 1997
- Extensive global travel & study abroad in Indonesia, Germany.
- Speak multiple languages – English, German, Spanish, Indonesian.

## EMPLOYMENT HISTORY

**Strategy Director**

Babcock Jenkins

2012 - 2016

Portland, Oregon & London, England

Global B2B marketing agency. Pioneer in content marketing and demand generation, data-driven, accountable marketing for over 23 years.

- Orchestrated global, regional and local marketing strategies utilizing a holistic and customized combination of paid, earned and owned approaches to build awareness, drive demand, influence pipeline, retain and grow customers.
- Led strategic planning, market and customer insights research for global marketing program design, including facilitation of workshops, interviews and discovery sessions utilizing design thinking approaches such as empathy mapping, understanding chains and other techniques to uncover buyer and customer insight, build consensus and team alignment, build out marketing strategies and tactical action plans.
- Collaborated and led decision-making with multi-functional client and agency teams including; brand, marketing and sales leadership, line of business managers, product and technical solution specialists, creative directors, writers, visual and UX designers, technical directors, front and back-end developers, project and program managers, media directors, public relations teams, analysts and data architects, external research, design and development partners.
- Led content strategy, content marketing program design. Developed creative and content briefs, UX strategies and information architecture. Wrote copy, collaborated with creative and technical teams to envision, design and build static and interactive content, emails, landing pages, micro-sites, corporate websites, video and visual storytelling, interactive tools and much more.
- Clients included Google, IBM, GE, Autodesk, Illumina, American Express, Getty Images, Intel, Lenovo, Xerox, Three Ireland.

**Director of Strategy**

2006 - 2011

The New Group  
Portland, Oregon

A technology-inspired marketing agency organized around four key centers of expertise: brand, creative, technology, international marketing.

- Grew the strategic services practice from scratch to a department of 6 full time staff.
- Envisioned, prototyped and added new services revenues in emerging areas such as social listening, social media management, data and analytics, mobile

marketing, digital and performance advertising and more.

- Generated net new recurring revenues across a range of strategic consulting services. Expanded revenue and services opportunities across major accounts.
- Contributed actively to agency growth through consulting and business development.
- Clients included Nike, QVC, Freightliner, Jenny Craig, Intel, The Standard, GAF, Ricoh.

**Founder, President & Executive Producer**

2002 – 2006

Lucid Blend Interactive Studios  
Portland, Oregon

Boutique interactive studio focused on digital marketing, strategy consulting, design and production of custom interactive content.

- Provided strategic consulting, messaging development, digital experience design services to small and medium enterprise clients for digital marketing assignments.
- Produced and directed high quality, custom animated movies, videos and interactive content.
- Designed and developed prototype platforms for tracking Macromedia Flash, engagement with interactive content and live online collaboration before such platforms were commercially available.
- Grew a network of creative and technical professionals, managed delivery of work globally.
- Clients included a cross-section of small and medium enterprises, predominantly in the software and technology verticals.

**Co-founder, Director of Business Development**

1999 - 2001

Exact Interactive  
Portland, OR

Full-service interactive agency with expertise across a wide range of multimedia content; user experience and graphic design, websites, video, animation, CD/ DVD-rom, analytics.

- Generated \$1M in new business through direct sales and relationships.
- Expanded services to encompass enterprise web applications and content management platforms.
- Delivered innovative multimedia content solutions for clients seeking to leverage emerging broadband content delivery capabilities.
- Built agency processes from scratch to deliver new and emerging digital services to clients.
- Clients included a range of B2B and B2C enterprises and start-ups.

*References available upon request.*