

Portfolio for



DUSTIN VAUGHN WARNCKE

512-497-7674

www.dustinsprojects.com

DB Hunting Ranch

www.dbhunting.com

(512) 635-0641

Internet & Outside Sales and Marketing/Website Developer/Marketing Strategist & Consultant

- Helped grow DBHR from part-time to full-time business with a full staff and weekday/weekend, year-round operation.
- Outside sales of hunting packages at gun shows, outdoor trade shows, benefit events, and more. Developed several proven internet and retail marketing strategies.
- Designed and re-designed websites as the business grew as well as custom business cards and brochures.

Garquest Bowfishing Guide Service

www.garquest.com

(254) 931-3474

Marketing Strategist & Consultant/Website Developer/Outside Sales and Marketing Services

Mac & Prowler TV Show – Pro-Staff, Co-Host

National Cable TV, Regional Broadcast TV, and Web TV Formats

www.macandprowler.com

Marketing Director/Website Designer/TV Show Contributor

- Sales for Sponsorship in product and monetary sponsor levels
- Marketing for TV Show and expansion to new broadcast platforms
- Field testing several outdoor products for sponsor consideration
- Host of Video Tech Tips for “Bow Tales”, “Gun Tales”, WhiteTales and several Product reviews and Tech Tip Segments. Host of “Dustin’s Mad Minute” product reviews and hunting tips.
- Contributing to hunting footage and professional video production
- Regular attendee of the annual SHOT SHOW in Las Vegas
- Writer/Article Contributor for MacandProwler.com
- Added numerous sponsors to the show line-up in less than 12 months
- Filmed, edited, and produced several sponsor segments for Buck Knives, ScopeCoat, Thermacell, HeatMaxx, Grim Reaper Broadheads, Lumenok, Ghost Targets, and more.

Hill Country Bowhunters 3D Archery Club

www.hillcountrybowhunters.com

Former Website Webmaster/Former Youth Hunt Director/Sponsor

- Filmed, edited, and produced interview with President of the Club for TV on the benefit of 3D archery for hunting and promoting youth hunting and outdoor recreational activities.

Warncke Enterprises

www.dustinsprojects.com

Owner and Entrepreneur

Freelance Website Designing & Maintenance, Outdoor Industry Consulting & Marketing Services

- Consulting, website design, and marketing services for several small businesses.
- General Small Business Marketing and Consulting Services
- Outside Sales, Marketing, and General Business Consulting with clients such as deer processors, taxidermists, shooting ranges, archery retailers, and more.

VarmintLights.com

www.varmintlights.com

Product Consulting/Advisor

- Collaborated and consulted on development of products, accessories, and retail packaging in new business start-up phase.
- Developed marketing plan to launch the *VRL-1 Hunting Light* into Cabela's online and retail stores.
- Marketed product to outdoor industry businesses and facilitated distribution to retail outlets.
- Filmed, edited, and produced custom videos featuring the VRL-1/VRL-X/Warthog hunting light.
- Custom website landing page layout and SEO for optimizing branding of new product launch making Varmintlights.com one of the most visited hunting light websites in the industry.

Texas Fish & Game Magazine

www.fishgame.com

Contributing Editor/Reporter

- In charge of contacting leads and generating new leads of fishing guides on Texas area lakes for fishing reports and showcasing them in monthly magazine print and digital issues and website.
- Feature article writer on various subjects related to the outdoor industry

The Hunting Channel Online

www.thehuntingchannelonline.com

Affiliate Program Director

- Consulted and advised on the development of the re-launched THCO web-TV platform, viewable on virtually all types of computers and mobile devices.
- Marketing to outdoor TV shows and website affiliates to join the THCO affiliate network for marketing to subscribers and selling digital products.
- Produced several training videos and marketing tools to help outdoor TV shows, bloggers, and website affiliates learn how the affiliate program works and how to market THCO on their website, social media, and other outlets to their audience.

Other Businesses Development/Consulting Examples

180Hydrographics.com - Custom Wordpress website build and SEO work

Cody Weiser Firearm Refinishing - Custom HTML website build and SEO work

DoubleBExotics.com - Custom Website Build/Consulting Marketing Services

Palmettoguideservice.com - Existing Website Platform Editing and Maintenance Services

BrizendinesDeer.com - Custom Website Build, Marketing/Consulting Services

TheRustGamePlace.com - Custom Website Build, Graphic Design

GhostTargets.com - Consulting Services/Custom Video Production

TuskerArchery.com - Existing Website Platform Editing and Maintenance Services/Marketing Services

SelphArms.com - Website/Marketing/Consulting Services

Pearson's Winchester 94 Scope Rail - **www.mod94scoperail.com** - Custom Website Build/Consulting

Animal Art Taxidermy - Custom Price List Sheet Design

Texas Lacy Game Dog Association - Re-launch of website and nearly 50 blog sites built for dog breeders/members.

Texas Bowhunting and Bowfishing Records – Re-built and launched new Wordpress website built off of an old HTML framework.

Camp Agape Texas Bereavement Camp for Children – Editing existing website in Wordpress and produced a series of promotional and training videos in 2013 and 2015.

TexasIceChests.com – Custom HTML website build and SEO work

See other small businesses and non-profit organizations at **dustinsprojects.com**

Strengths

- Professional Writing and Editing Skills
- Frequent Article/Blog Contributor
- Advanced HTML/WYSWYG/Platform Program Web Design
- Professional Public Speaker/Presenter
- Video Production/Editing Skills
- Over 12 years in Straight-Commission Sales and Marketing in Multiple Industries for both Products and Services
- Small Business Consulting in Several Industries

Contact Info

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