



Outdoor Industry & Pro-Staff Resume and Portfolio

DUSTIN VAUGHN WARNCKE

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www.dustinsprojects.com

Education: Texas Lutheran University, Bachelors Degree

Career Accomplishments

Texas Fish & Game Magazine – Associate Publisher | Contributing Editor | Podcast Host | Feature Magazine Article & Blog Author | Advertising Sales Rep
www.fishgame.com

DB Hunting Ranch | Double B Exotics | DB Wild Game Processing at Taxidermy
www.dbhunting.com | www.dbwildgameprocessing.com | www.doublebexotics.com

512-635-0641 (Danny & Kelly Barry, Owners)

Outside Sales Manager for Exotic Hoofstock Live Sale & Guided and Semi-Guided Hunting Adventures / Website Developer/ Marketing Manager / Lead IT Support

- Helped grow business from part-time to full-time business with a full staff and year-round operation.
- Developed several proven online and offline marketing strategies.
- Designed custom websites and marketing materials to help brand the business,

Warncke Enterprises – Owner/Principal

www.dustinsprojects.com

Website Design & Maintenance, Outdoor Industry Consulting, Freelance Writing & Marketing Services

- Consulting, website design and marketing material design (brochures, flyers, business cards, etc.) for several small businesses in the outdoor industry and in other small business sectors.
- Outside sales, marketing, and general business consulting with clients such as deer processors, taxidermists, shooting ranges, archery retailers, and more in the outdoor industry.
- Authored four outdoor industry eBooks: *The Outdoor TV Show's Guide to the Industry*, *Urban Bowhunting*, *The Hunting Ranch*, *Outfitter*, and *Guide Service's Marketing Handbook*, and *Achieving Success in the Outdoor Industry*.

Current Pro-Staff Positions

Grim Reaper Broadheads – Pro Staff & Field Staff

www.grimreaperbroadheads.com

- Promoted and marketed to numerous hunters in Texas, Michigan, Oklahoma and other states as part of Pro-Staff and Field Staff program.
- Filmed, edited, and produced video testimonials as well as product segments and featured Grim Reaper Broadheads on numerous self-filmed hunting videos, articles/blogs and podcasts.

Gold Tip – Co-op Shooting Staff

www.goldtip.com

- Promoting GT arrows and bolts to numerous audiences through social media, podcasts, video, articles/blogs and in-person at numerous archery events.

GARQUEST Bowfishing Guide Service – Pro Staff, Marketing & Website Manager

www.garquest.com

(254) 931-3474

- Helped grow business by maximizing marketing efforts online and offline in numerous areas in and around the state of Texas.
- Re-designed and re-launched website twice.
- Marketed business through written articles, video productions, podcasts, TV show partnerships and more.

Strengths

- Professional Writing and Copy Editing Skills
- Frequent Article/Blog Contributor to Multiple Outlets
- Advanced HTML and Wordpress Platform Web Design and Editing Capabilities
- Professional Public Speaker/Presenter
- Authority in Several Styles of Shooting Hunting, Fishing, and Bowfishing with Specialites in Archery/Crossbows and Airguns
- Filming/Video Production/Editing Skills
- Over 18 years in Straight Commission Sales and Marketing in Multiple Industries for both Products and Services

Past Experience

Big Game Online Magazine – Contributing Feature Editor

<http://www.biggamemagazine.com/>

- Feature article contributor.

Global Outfitters Outdoor University – Contributing Editor

- Feature article/blog contributor for bowfishing and other outdoor industry topics spanning over 28 different blog sites.
- Inside sales and marketing services for outdoor industry companies including e-mail blasts, banner ads, Sporting Deal News, product promotions, and more.

DK Outdoor Adventures – Hunting & Fishing Charter Broker/Outdoor TV Show Platform Development

- Team leader and broker of hunting and fishing trips for the DKOA network of outfitters and guide services.
- Consultant, recruiter, and team leader for Web TV platform viewable on virtually all types of computers and mobile devices (www.dkoutdoortv.com).
- Featured TV show host.

The Hunting Channel Online – Affiliate Program Director

www.thehuntingchannelonline.com

- 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 products.
- Produced several training videos and marketing tools helping TV shows, bloggers, and other website affiliates to learn how the affiliate program works and how to market on their website, social media, and other outlets to their audience.

VarmintLights.com – Pro-Staff

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 video featuring the VRL-1, VRL-X, and Warthog hunting light.

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

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

www.macandprowler.com

- Re-launched custom-developed website.
- Outside and Inside sales for sponsorship in product and monetary sponsor levels.
- Marketing for TV show expansion to new broadcast platforms in traditional broadcast and Web TV networks.

- Field testing several outdoor products for sponsor consideration.
- Host of video tech tips and several product reviews.
- Contributed personal hunting videos with professional video production.
- Regular attendee of the annual SHOT SHOW in Las Vegas.
- Writer/article contributor for website.
- Added numerous sponsors to the show line-up in less than 12 months.

Other Volunteer/Non-Profit Service Experience:

- Camp Agape Bereavement Camp for Children: *Webmaster, Mentor and Videographer*
www.campagapetexas.org
- Lone Star Bowhunters Association: *Magazine/Blog Editor, Webmaster and Executive Council Officer*
www.lonestarbowhunter.com
- Cross Water Outfitters Fishing Ministry: *Webmaster, Speaker, Videographer and Many Other Roles*
www.crosswateroutfitters.com
- Hill Country Bowhunters: *3D Archery Club Officer, Webmaster*
www.hillcountrybowhunters.com
- Current Special Events Coordinator
- Former Youth Hunting/Activities Coordinator
- Maintaining/editing Weebly website platform, updating archery tournament scores monthly, etc.

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- Podcast: <https://fishgame.com/podcast/>
 - Blog: www.WarnckeOutdoors.com
 - Article and Blog Links: www.DustinsProjects.com
 - YouTube Page: www.youtube.com/dwarncke

