

Dustin Vaughn Warncke

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Author | e-Commerce | Speaker | Marketing | Sales | Webmaster

Notable Skills	<ul style="list-style-type: none">• Over 20 Years in Sales and Marketing Experience in Multiple Industries• HTML, WordPress, Wix, Weebly, GoDaddy, Website Design Skills• Amazon FBA / ECWID / WooCommerce / BigCommerce / Shopify eCommerce• eLearning Course Platform (Thinkific)• Project Management Experienced in Video/Audio/Photography Production• Adobe Creative Cloud Suite Skills (Premiere, Photoshop, InDesign)• Google Drive Suite (Sheets, Docs, Slides, Forms) and Microsoft Office Suite• Confluence, Wrike, and Notion Task Management Software• Professional Public Speaker/Presenter
Professional Experience	<p>Upper Echelon Products, LLC May 2021-September 2022 Internet Marketing Manager/Partnerships/Sales/Quality Control/Product Testing Managed Amazon.com Fulfillment by Amazon/Merchant Fulfilled Channel business and managed marketing, external partnerships with closeouts, overstocks, and liquidations, secured federal government award contract and drop-ship vendor contract. Helped grow sales in new e-commerce and business to business channels. Managed sponsored brand video ad productions and vendor and contractor relationships. Also managed Shopify e-commerce business for 7 private brands along with quality control and product testing for safety assurance. Authored several standard operating procedures and video walk-thru guides.</p> <p>Fortune Products, Inc. - AccuSharp Knife and Tool Sharpeners January 2020-November 2020 Marketing Manager / Amazon Manager Managed email campaigns, images, videos, press releases, sales, and marketing materials and many other marketing and ecommerce sales management tasks. Grew sales in new direct to consumer online sales/ecommerce markets and managed relationships with customers in traditional revenue streams via various direct sales and marketing methods for two-step distribution business model.</p> <p>Texas Fish & Game Publishing Co., LLC June 2013-December 2019 Associate Publisher / Contributing Editor / Media Sales Representative / Columnist Worked with advertisers and magazine contributors in meeting monthly goals of advertising sales and editorial content. In charge of culminating and producing freshwater and saltwater fishing reports from contributing fishing guides for Texas Fish & Game Magazine, sold advertising to support revenue goals for monthly magazine and annual atlas, contributed to the FishGame.com blog, produced bi-monthly podcast and supported editorial staff. Sales tasks included cold and warm sales calls, following up on leads, attending industry tradeshow and business development.</p> <p>Warncke Enterprises September 2009 – Present (Part-Time) Owner / Principal Website Design/Development/Maintenance, Consulting and Marketing/Advertising Services Serving numerous small businesses and organizations. Experience includes search engine optimization, Google Ads, eCommerce, eLearning courses, WordPress website design and custom website platform builds, video filming and production, branding, product development consulting, marketing material design, technical support, public speaking and presenting, and digital marketing services.</p>
Education	<p>May 2002 Bachelor of Arts Texas Lutheran University</p>