

ETHAN MCCLURG

SUMMARY

Creative and strategic marketing professional with a strong focus on digital strategy, and design. Experienced in leading brand development across web, print, and multimedia platforms, ensuring consistency and impact. Skilled in managing SEO, SEM, and inbound lead systems to optimize digital presence and drive engagement. Proven ability to translate complex business objectives into compelling visual assets and digital experiences. Trusted to present to executive leadership and manage high-visibility projects from concept to completion. Comfortable working across departments and industries, with a hands-on approach to content creation, visual storytelling, and platform management that consistently supports sales performance and brand growth.

EDUCATION

Bachelor of Applied Science Marketing

W.P Carey School of Business
Arizona State 2017 - 2021

CERTIFICATIONS, AWARDS, & EXPERTISE

2023 Versacor Associate of The Year Award Winner

- Adobe Creative Suite
- Web Design & Management
- Project Management
- Content Strategy and Creation
- Customer Relationship Management
- Brand Development & Management
- Graphic Design
- Public Speaking and Presentation Skills
- Stakeholder Relationship Management
- Event Planning and Coordination

EXPERIENCE

Versacor Managed Pest Solutions March 2022 - Present

Marketing Specialist

- Lead comprehensive brand management initiatives, including a full website redesign, the creation of 12 market-specific proposal templates, and the development of trade show displays — elevating brand professionalism and market visibility.
 - Direct all visual brand elements, including logo design, photography, videography, and digital/print advertising, ensuring cohesive and consistent brand representation across multiple verticals and marketing platforms.
 - Design and implement high-impact sales collateral tailored to diverse industries, driving stronger engagement and improving sales effectiveness.
 - Spearhead digital marketing strategy, overseeing SEO, SEM, inbound lead routing, and client retention efforts to maximize brand reach and conversion.
 - Plan and execute high-profile corporate events such as large leadership meetings and sales conferences, managing all stages from concept to completion and producing all supporting multimedia content and marketing materials.
 - Deliver quarterly presentations to executive leadership on marketing performance and strategic initiatives.
 - Manage stakeholder relationships and offer recommendations for brand growth and market expansion.
-

CDW

May 2021 - March 2022

Corporate Account Executive

- Developed and executed strategic sales strategies to expand market share and achieve quarterly sales targets. Consistently exceeding goals by 15-25%.
 - Prospected and acquired new clients by conducting high-volume outreach and in-depth research to understand their business needs, contributing to the consistent growth of a personal book of business and achieving sales targets.
 - Collaborated with internal teams and industry partners to deliver innovative, customized technology solutions and ensure that customers received the best possible products and services to meet their unique requirements.
-

Turnkey Digital

June 2016 - May 2021

Junior Marketing Associate

- Developed a solid understanding of industry basics, laying the groundwork for effective engagement with clients and stakeholders.
 - Assisted in the development and execution of marketing campaigns, contributing to content creation, strategy formulation, and performance tracking across multiple digital platforms.
 - Collaborated on social media management, including scheduling posts, creating engaging content, and tracking analytics to measure the effectiveness of campaigns and drive audience engagement.
 - Worked with cross-functional teams (sales, design, and product teams) to ensure cohesive marketing strategies and consistent brand messaging across all channels.
 - Utilized both basic principles and advanced industry insights to proactively identify and address challenges, ensuring optimal client outcomes.
-