

Joe Sexton \ Denver, CO → [linkedin.com/in/joesexton1](https://www.linkedin.com/in/joesexton1) → 303-619-7807

→ An insight-driven marketing MBA with an insatiable curiosity for consumer behavior, a passion for cultural immersion, and a diverse creative background as a musician and producer. My previous life spent both in the creative trenches and the retail consumer-sphere has led to an obsession with behavioral economics, trend-spotting, and uncovering the cultural grit that makes people who they are. This background combined with an in-depth understanding of business operations and experience developing integrated marketing strategies for entrepreneurs gives me a unique perspective on people and brands.

Gathered Foods

06/2010 – Present

Marketing/Strategy Consultant

- Currently undertaking the development of a strategic marketing/business development plan to drive a fundamental business model transformation; fueled by key insights gleaned from continued market research
- Conducted primary behavioral consumer research in order to develop a strong competitive position and distinctive brand voice
- Optimized online presence for search and online community engagement
- Increased organic website traffic by almost 100%, average monthly revenue by 65%, and unique customers by 45%

GripCamp Performance Driving School

01/2012 – Present

Marketing/Strategy Consultant

- Created dynamic integrated marketing plan providing a strong pre-market foundation and a solid framework for future growth
- Constructed extensive psychographic personas for target customer segments; used to guide strategic planning
- Developed metrics for each stage of strategic and tactical development, as well as an iterative product development strategy

Karsh|Hagan

09/2011 – 12/2011

Account Service Intern (25-30 hours/week)

- Comprehensive immersion in account services role; provided support to account service team
- Collaborated with creative and media teams to develop and maintain innovative and engaging marketing strategies and tactics
- Performed extensive competitive analyses, interactive evaluations, SEO audits, and digital content management for multiple clients
- Led intern team, effectively managing multiple projects and deadlines, and delegating tasks among team members

Professional Musician

12/1996 – 07/2010

Performer/Producer/Composer

- Proficient in producing and performing electronic music in MAX/MSP and Cecilia programming environments
- In 2003, released full-length album *Fur* as saxophonist in the avant-garde improvisational trio Natural History, with New England Conservatory faculty member Joe Morris
- Collaborated with and produced backing tracks for MCs and vocalists in the Boston area
- In 2002, released full-length album *Arms Outstretched* with pianist James Carson, exploring microtonal improvisation



Whole Foods Market

07/2004 – 07/2010

Team Leader

- Developed effective merchandizing, brand/experience/mission realignment, and buying strategies to increase sales by 30%
- Coordinated interdepartmental strategies with members of store teams and regional leadership teams to effectively build brand equity, execute promotional campaigns, new product introductions, and marketing communication
- Developed a strong partnership with Marketing Team to create a unique and exciting retail space through creative signage programs and product display design

I am also an avid:

Outdoor Adventurer: snowboarder, 14er climber, backpacker, mountain biker

Motorsport Enthusiast: Jeeps, motorcycles, Le Mans, GT, WRC

Foodie: craft brewer, grill master, farm-to-table enthusiast

Reader: most recently *Made to Stick* by Chip and Dan Heath, *Steve Jobs* by Walter Isaacson, *Predictably Irrational* by Dan Ariely, *A Master Class in Brand Planning: The Timeless Works of Stephen King* Ed. Lannon and Baskin

Musician: IDM producer, blues guitarist, pop-remixer

University of Colorado at Boulder: Leeds School of Business

08/2010 – 05/2012

Received MBA in Marketing

New England Conservatory of Music

09/2001 – 05/2004

Received BM in Jazz Saxophone Performance, Ensemble Performance honors

University of Saint Thomas

09/2000 – 05/2001

Pursued studies in philosophy, ethics, art history, and acoustics

University of North Texas

09/1999 – 05/2000

Pursued studies in Jazz Performance
