MITCHELL HISLOP

CONTACT

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EDUCATION

HAMLINE SCHOOL OF BUSINESS
St Paul, MN - 2011

Bachelor of Arts: *Business Administration*
Concentration: *Marketing*
Minor: *Political Science*

ADDITIONAL SKILLS

Google Analytics (UA+4), Mixpanel
Tag Management, Segment
BigQuery, SQL, PostgreSQL
PHP, HTML/CSS, Javascript, Python
DataStudio, Tableau, PowerBI
Market Research, Product Testing
Leadership, Management,
Mentoring

HOBBIES
Cycling, Hiking, Camping

AWARDS
Eagle Scout, 2006

CAREER OBJECTIVE

Strategic marketing and technology leader with over a decade of experience blending both digital strategy and technical skills to help define and implement analytics platforms and modern data solutions for companies ranging from Fortune 500 enterprises to fintech startups, who is now looking to apply their problem solving and product strategy skills on the Product side.

CliftonStrengths: Strategic, Activator, Learner, Ideation, Analytical

EXPERIENCE

VICE PRESIDENT, MARKETING TECHNOLOGY
Augeo Marketing, St. Paul, MN / Feb 2019 - Feb 2022

- Lead design, architecture, and implementation of analytics infrastructure and data environments for internal and external clients, including F500s, public companies, and new platform offerings
- Lead strategy and architecture of new platform functionality, including SMS, personalization, and business intelligence
- Managed diverse team of 8, across development, strategy, and digital functions
- Lead digital ad efforts for internal and external clients, managing over $5MM in ad spend while driving YoY 25%+ growth
- Subject Matter Expert on emerging marketing, digital, technical, legal, and political developments, leading internal response to changes and announcements
- Managed roadmap and creation of corporate site and corporate marketing technology stack, driving Enterprise B2B leads leading to Augeo being invited to 7-figure RFPs
- Owner of Marketing Cloud, including administration, contracting, process improvement, email template build, deliverability, and results

Wingnut Advertising was acquired by Augeo in February 2019, I joined as Director, Digital Strategy and Marketing Technology

DIGITAL STRATEGY LEAD
fjorge -> Wingnut Advertising, Minneapolis, MN / Nov 2014 - Feb 2019
- Owned creation and development of digital strategy practice at fjorge and Wingnut
- Responsible for business development, practice development, and program delivery
- Founded Gyfter.io through an internal product development process, including raising a round of investment
- Served on Leadership Team for agency: guiding overall planning, long-term and annual goal development, and integration the Traction/EOS process
- Responsible for department P&L, as well as recruiting, hiring, and managing two direct reports
- Locally recognized speaker/thought leader on digital strategy and practices, as well as the intersection of technology and marketing
- Certifications: HubSpot, Google Analytics, Google AdWords
- Practice areas: advanced analytics implementation and analysis/modeling, paid search/PPC/SEM, paid social, organic search (SEO), inbound marketing, content marketing, product development

fjorge sold its Digital Strategy department to Wingnut in Dec 2017

SENIOR DEVELOPER/DIGITAL STRATEGIST
Irish Titan, Edina, MN / Apr 2013 - Oct 2014
- Areas of focus: technical lead, product development, back-end development, system administration, development practices
- Developed large, complex web apps to requirements for various clients
- Served as Technical Lead on application development
- Led client meetings, participated in pre-sales meetings
- Responded to technical requirements for RFPs
- Developed an infrastructure plan for the agency to modernize and standardize the technical and development practices
- Founded and led the Digital Strategy department
- Led ongoing engagement within the Digital Strategy department, leveraging all aspects of the digital ecosystem (SEO, SEM, paid social, social media, content marketing, inbound marketing)

WEB DEVELOPER
CotterWeb Enterprises, Mendota Heights, MN / Jun 2011 - Apr 2013
- Areas of focus: front end development, back end development, Facebook Connect, JavaScript-heavy features
- Developed new features, fixed bugs, and supported infrastructure at scale (over 1 million monthly users)
- Developed performant, client-side JavaScript applications for new features
- Maintained Facebook Connect infrastructure
- Technologies used: PHP (OOP+MVC), MySQL (multi-server), HTML5, jQuery, Zend, SVN, Apache, Shell scripting, memcache