

PROFESSIONAL EXECUTIVE MARKETING DIRECTOR PORTFOLIO 2022



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Logo Design

TWIN FALLS
BOISE
MERIDIAN



Pickup
curbside



STANDOUT
VIRTUAL TOURS



Website Design

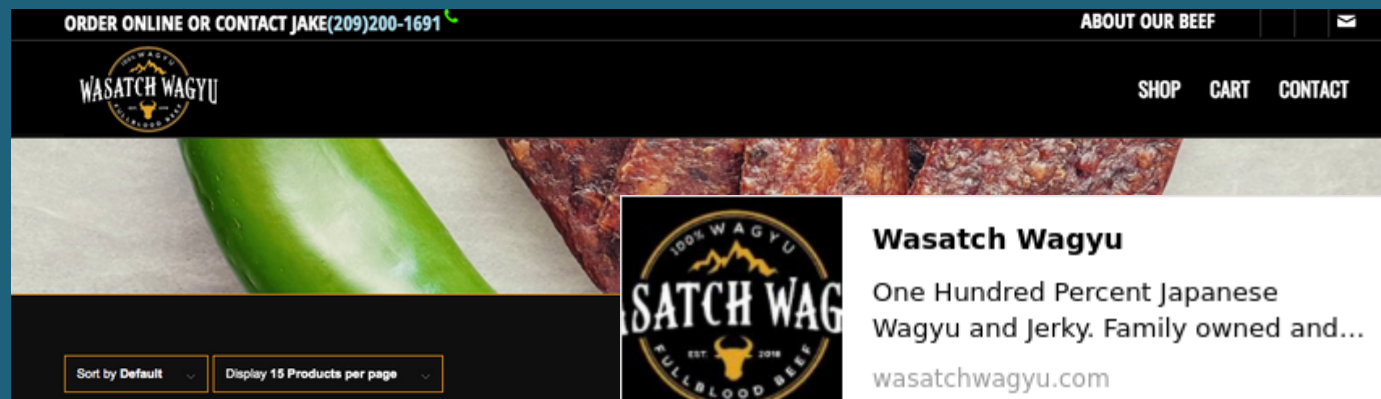
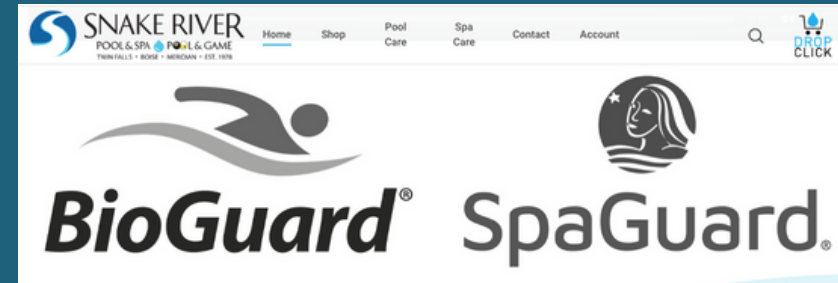
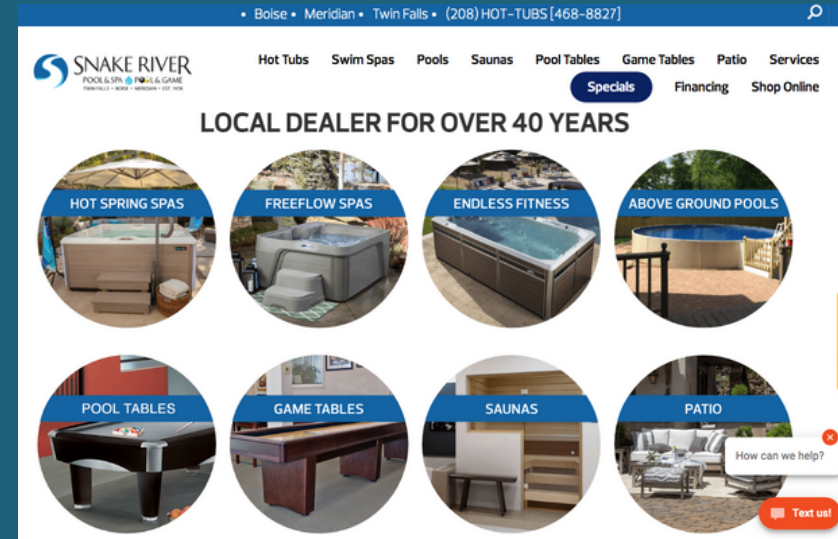
<https://www.thespateam.com/>

<https://shop.thespateam.com/>

- Existing Website Design & Function Update 2020-21
- Created New Patio Category pages/links/nav
- Created/Launched Subdomain Online Store for Spa Care Products
- Implemented Hubspot CRM to Website & Text Now Live Chat Bot!

<https://wasatchwagyu.com/>

- Created Website Design, Product Menu, Navigation, POS Online Store



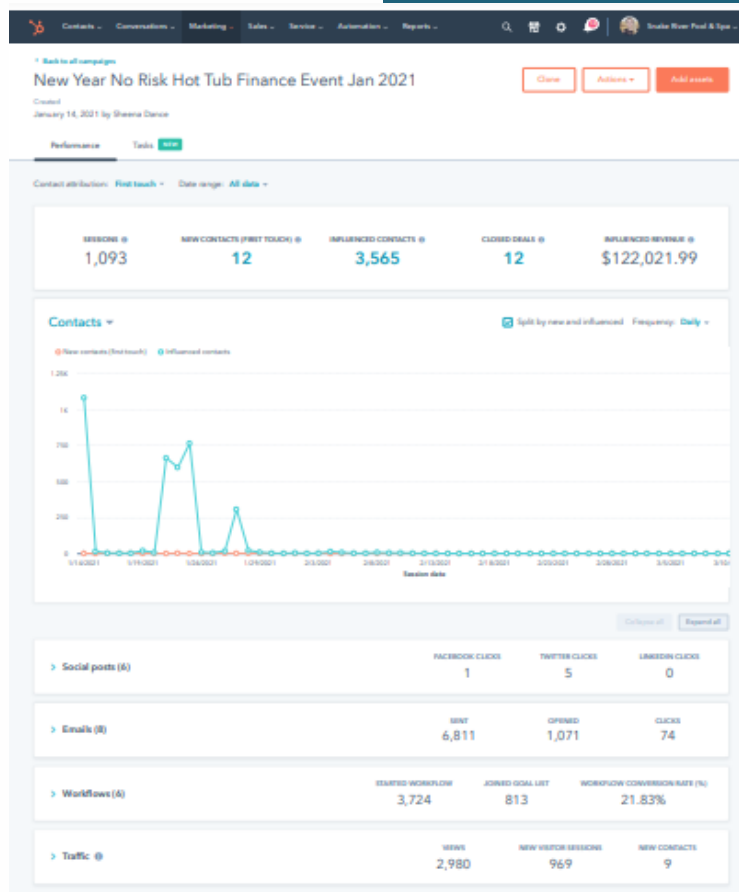
SOW, Planning, Budget, & Sales Analytics

No-Risk New Year Spa & Sales Event Jan. 14-30, 2021

Hubspot Report info per March 16, 2021

DIGITAL ONLY Deals/Sales ONLY FROM Thurs. Jan 14 To Sat. Jan 30, 2021

Grand Total	
Danielle Ambroz	\$47,300
Carlos & Manna morales	
Carlos & Manna morales - Retreat 110	
1/22/21 12:30	
Referrals	
	\$5,299
Eric Schilling	
Eric Schilling - Vanguard	
1/30/21 13:25	
Organic Search	
Unknown keywords (SSL)	\$14,204
Kendall Koppenhafer	
Kendall Koppenhafer - Retreat MS	
1/23/21 9:49	
Organic Search	
Unknown keywords (SSL)	\$5,999
Lisa & Remington Knapp	
Lisa Knapp -Warrior XL	
1/16/21 15:34	
Organic Search	
Unknown keywords (SSL)	\$5,799
Sean & Rachel Sperry	
Sean & Rachel SperryGrandee	
1/14/21 14:15	
Organic Search	
Unknown keywords (SSL)	\$15,999
Jim JJ Jenkins	\$11,599
RICHARD SMITH	
Richard Smith Jetsetter LX	
1/19/21 14:39	
Organic Search	
Unknown keywords (SSL)	\$11,599
Joey Lenker	\$40,697
Aja Dina	
Aja Dina - 2021 Envoy	
1/26/21 13:50	
Organic Search	
Unknown keywords (SSL)	\$15,499
Charles Chaz Brand	
Charles Chaz Brand - 2021 Jetsetter LX	
1/15/21 14:35	
Referrals	
	\$11,699
Gail Van Vleck	
Gail Van Vleck - 2021 Sovereign	
1/16/21 16:03	
Direct Traffic	
www.thespa.com/hot-tubs/hot-spring/lifelight	\$13,499
Lynette Cook	\$11,915
Will Thiesen	
Will Thiesen - Beam	
1/19/21 10:59	
Organic Search	
Unknown keywords (SSL)	\$11,915
Mark Marcelin	\$6,099
STUART Rudorfer	
STUART Rudorfer - New Deal	
1/26/21 23:44	
Referrals	
	\$6,099
Travis Johnson	\$32,665
Gregg Christiansen	
Gregg and Liz Christiansen - Grandee	
1/14/21 17:33	
Organic Search	
snake river spa meridian	\$16,037
Mark and Vickie Dahl	
Mark and Vickie Dahl - Aria	
1/27/21 9:37	
Referrals	
	\$16,628
Grand Total	\$150,275



March 2021 v 2020			
Snake River Pool & Spa - TheSpaTeam.com	2021	2020	YoY %
Store Traffic, Hot Tub MTD (1st Time Walk-In)	104	69	33.65%
Hot Tub MTD Closed Deals	112	28	75.00%
Store Walk-In Closing Rate, MTD	107.69%	40.58%	62.32%
Store Traffic, Hot Tub YTD (1st Time Walk-In)	289	143	50.52%
Hot Tub YTD Closed Deals	250	121	51.60%
Store Walk-In Closing Rate, YTD	86.51%	84.62%	2.18%
Web Traffic, MTD			
-Web Sessions	6,617	9,358	-41.42%
-Pageviews	29,327	21,046	28.24%
-Bounce Rate%	39.10%	69.42%	-77.54%
-Web Leads (Hot Tub)	229	202	11.79%
-Web Leads (Swim Spa)	3	23	-666.67%
Accurate Month-End March 2021			



2020 Website Update Statement of Work (SOW) www.TheSpaTeam.com

- Homepage Redesign on WordPress – **V1 COMPLETED PER TONY 10/01/18**
 - New Category Layout
 - Option 1: 3D Carousel w/ Lightbox
 - Option 2: 3D Carousel Slider
 - Navigation Reorganization
 - Add Images / photography for each category
 - Hover to SubCategory/Model for each category
- HotSpring Hot Tub Page Build Out
 - Consistent Layout to Patio Furniture / Swim Spa layouts
 - NO EXTERNAL LINKS to HotSpring.com Website
 - Color, Options, Features for Every Model need to be added-in
 - Printable SRPS Spec Sheet for Every Model (like Swim Spas)
 - Follow HotSpring.com Navigation System w/ \$\$\$ Pricing Model (31 Models total)
- Endless Sauna Build Out
 - Follow Springdancetub.com Look/Feel & Navigation
 - Far-Infrared ~~Endless~~ Sauna
 - Traditional Steam ~~Endless~~ Sauna
 - ~~Endless~~ Combo Traditional/Far-Infrared ~~Endless~~ Sauna
 - Outdoor ~~Endless~~ Sauna
- Billiards / Gaming Table Build Out
 - Add Connelly, Champion, Performance Games
 - Add lights, furniture, accessories
 - Display Models Available / ~~inStock~~ @ Boise & TF Locations
 - Clearance Blowout Section
- Reviews Page; Google, Broadly, Facebook
- FAQ & Video Series Page (Connected to YouTube Acc't)
 - Watkins Series Videos w/ SRPS Bookends
 - 30 Days Owning a Hot Tub VLOG Series
- Website Overall Template Every Page Changes
 - ~~Update~~ ~~Endless~~ Bar CTA pop out tool bar following endlessfitness.com
 - Delete Layer/Space Horizontal w/ Logo; Convert Top Bar to Promo Runner Bar
- Create (3) New Locations Landing Pages w/ SEM/SEO Built Out for Each
- Health & Wellness Landing Page > Hydrotherapy Keywords Ref./Endlesspools.com Ref.
- Service Request Hubspot Contact Form / Landing Page (For Alan/Ron/~~Joey~~/~~Laura~~)
- Hot Tub Cover Price Quote Request Hubspot Contact Form / Landing Page
- Aesthetic / "Cool Features" Landing Page > + All Options Available for ~~Endless~~ Spas
 - Music, ~~WOW~~, Tech, Ace Salt Water, Energy Savings, Better Cleaner Water, Hydrotherapy
- Blog Page – Refresh & Renew Look/Content + Link to Hubspot for Sales Professionals to add content

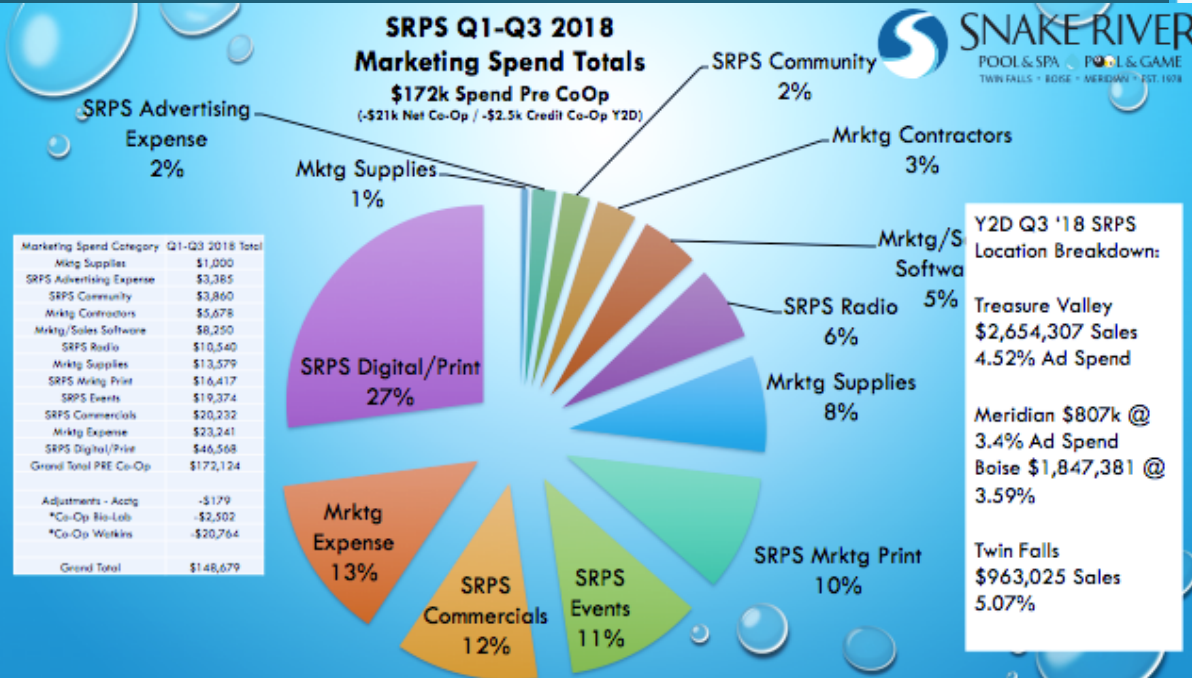
Other Website Related To-Dos

- Create/Upload New SRPS Branded Spec Sheets for Hubspot & Website
 - (31) Hot Tub Models & Collections (Use Website & Spec PDF Formatting like Swim Spas)
 - Sauna's, Billiards/Gaming, Patio Furniture
- Link other "NON-ACTIVE" SRPS owned domains to click to TheSpaTeam.com

Twin Falls New Store Grand Opening 2021

date, time, place	the checklist
date:	Determine date & time
time:	Create a guest list
place:	Determine location
theme:	Determine RSVP date
	Determine theme
	Determine a budget
	Send invitations (mail or online)
	Hire a team if needed (delegate)
	Determine RSVP date
	Decor, paperware or dishware
	Determine decor/centerpieces
	Purchase, dig or borrow
	Plan activities/entertainment
	Plan menu
	Make shopping list
	Make purchases (party favors, food, decor, supplies, gifts, tableware, etc.)
	Confirm number of guests
	Plan for parking
	Plan for cash/drops
	Plan for gifts location (if needed)
	Plan for food layout
	Determine schedule
	Clean house
	Plan for a photographer (even if it's you and your smart phone)
	Set out decorations/centerpieces
	Set tables and/or food table
	Make name place cards (if needed)
	Prepare food
	Prepare drinks
	Put party clothes on and party!

SOW, Planning, Budget, & Sales Analytics

[illegible]

Email / Print AD Promo Examples



EARLY BIRD SPRING SPECIAL

SAVE UP TO 40% OFF CUSTOM ORDERS - BUY EARLY AND SAVE

MARCH 18 - 31
SEE STORE FOR DETAILS



SUMMER CLASSICS

LIFE'S BEST MOMENTS. FURNISHED.

Unleash Your Salt Water Spa Sparkle!



SNAKE RIVER
POOL & SPA • POOL & GAME
TWIN FALLS • BOISE • MERIDIAN • EST. 1978

208-HOT-TUBS

2019 SEMI-ANNUAL EVENT HOT TUB CLEARANCE

0% 60mo FINANCING eac
\$500 OFF SALT WATER SPAS
FREE LOCAL DELIVERY
FREE WATER CARE KIT

USA Military & Veterans EXTRA 5% OFF
Water Care & Accessories

RELAXATION
The SpaTeam® 208-HOT-TUBS



SEE STORE FOR DETAILS. SALE ENDS JULY 9, 2019.

Spring SpaCare Savings Kits

Spring Spa Cleaning 7pc Kit

- FILTER FLOSSER
- 32 OZ. 303 MULTI-SURFACE CLEANER
- 32 OZ. 303 AEROSPACE PROTECTANT
- SERUM TOTAL CLEANSE PURGE
- 8X8 SPA SOLAR COVER
- 1 QT SPAGUARD FILTER CLEANER
- ROLCHEM ULTRA MITT SINGLE

SAVE \$47
Reg. \$189.99
Sale \$142.99



SALE VALID AT ANY SNAKE RIVER POOL & SPA LOCATION UNTIL APRIL 30, 2021

SNAKE RIVER
POOL & SPA • POOL & GAME
TWIN FALLS • BOISE • MERIDIAN • EST. 1978

41st ANNUAL PRE-FAIR HOT TUB SALE EVENT



Hello there Relaxation & Wellness Seeker, Enjoy Your 2019 Summer Fun in the Sun!

Ready to RECOVER, RELAX & REJUVENATE your body in HEALTHIER, EASIER SALT WATER?

TheSpaTeam® 41st Annual Pre-Fair Sale Event is Available Early this Year!

BEAT THE HEAT & CROWDS AT THE FAIR + GET THE SAME GREAT FAIR DEAL PRICING EARLY



SAVE UP TO \$5,500
On The #1 Spa Brand In The World
During Our Biggest Sale of the Year!

41st ANNUAL PRE-FAIR SALE

SAVE TIME! SAVE MONEY!

NOW Is The Best Time to Experience HotSpring Spas' Revolutionary FreshWater Salt System!

HotSpring
POOL & SPA • POOL & GAME
TWIN FALLS • BOISE • MERIDIAN • EST. 1978

SCHEDULE AN AID CONDITIONED TEST SOAK TO FIND YOUR PERFECT HOT TUB TODAY!

CLICK HERE

#1 Spa Brand in the World with All-New Revolutionary HotSpring® Spa Freshwater™ SALT SYSTEM HOT TUB

[Learn More About All-New Freshwater™ Salt Water Hot Tubs.](#)

The Freshwater™ Salt System is the MOST NATURAL Hot Tub Water to Help Your Health & Wellness Goals... Brought to you by the #1 Global Brand in Hot Tubs, HotSpring® and Serviced by Idaho's #1 Hot Tub Experts, locally owned over 40years, TheSpaTeam®

freshwater™

Digital / OTT Product Launch Example



SALT WATER HOT TUB SALE MAY 17-27, 2019

Revolutionizing the
Hot Tub Industry
**ONE SALT WATER
HOT TUB / SPA
at a time...**

**TheSpaTeam® is making
Salt Spa Care Easy & Affordable**

Snake River Pool & Spa, Est. 1978 & Locally Owned in Twin Falls, Boise & Meridian, Idaho

freshwater™
Salt System

FREE UPGRADE
\$750 RETAIL VALUE*

HOW EASY is the ALL-NEW 2019 Freshwater Salt System?

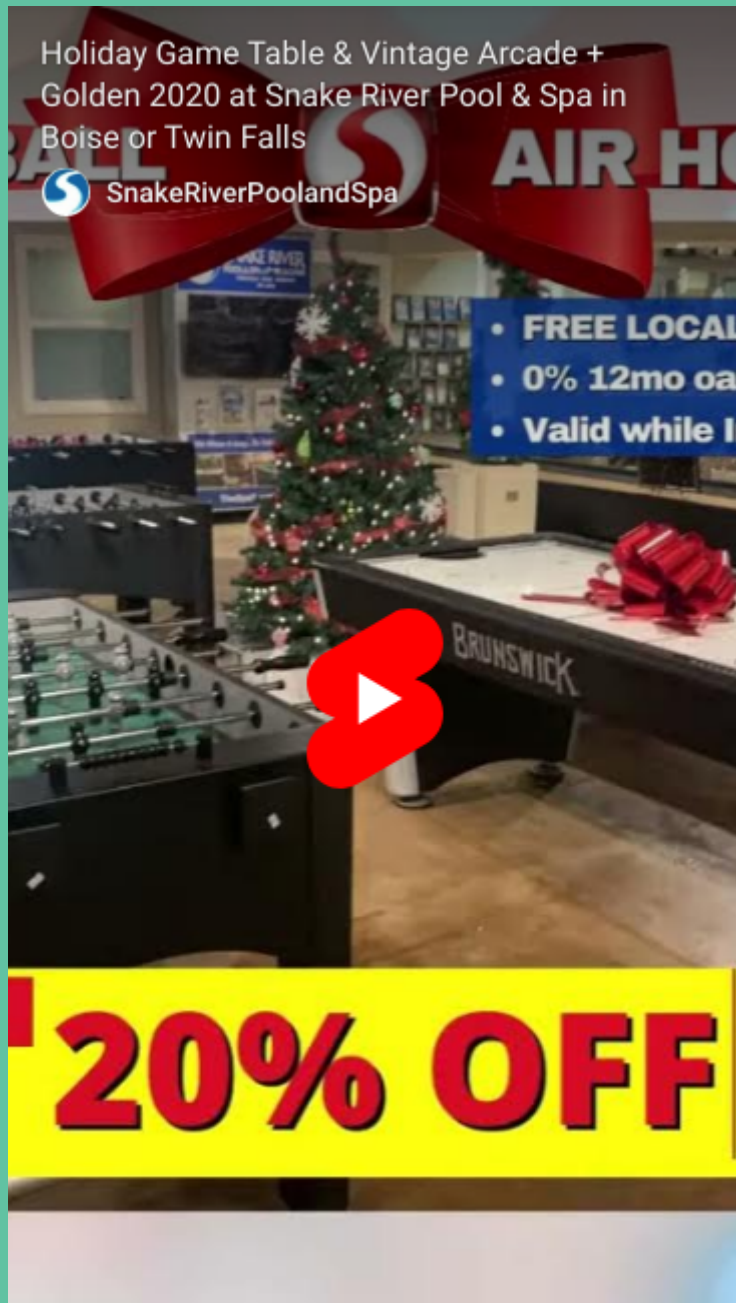
freshwater™

RELAXATION

We Make It Easy...To Take It Easy®

TheSpaTeam.com
208-HOT-TUBS
(408-8827)

Display Ads, Shorts, OTT, Commercial Video



5-Video Series Vlog 1st 30-days Owning a Hot Tub



TRAILER

WEEK 1

WEEK 3



WEEK 4

WEEK 2



About Me



Professional & Personal Fun Facts

- BA & MBA; Marketing
- Youngest female officer holding position at The Home Depot 2006
- Retail, B2B, Co-Op & Small Biz experience of over 25 years
- Scuba Diver of over 20 years
- Lived in SoCal Orange County 11yrs, moved back to Idaho 2017
- Pocatello Highland & Idaho State University Alumni
- Co-Founder of BABB's Womens Non-profit Organization Spring 2022
- Enjoy boating, hiking, & tennis