

Aaron DeBard, MBA

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Summary

Specialist in synchronized marketing in non-traditional marketing channels. Award receiving Program Manager with a track record of developing systems while increasing efficiency and exceeding targeted goals. A leadership history of creating high functioning teams and turning subordinates weaknesses into strengths.

Experience

Contractor for: National Center for Telehealth & Technology

Communications Manager

7/2013 – 8/2015

- Implemented an organization wide synchronized marketing plan with strong emphasis in brand development and PR integration.
- Oversaw the production and design of a wide variety of collateral.
- Integrated product suite into military health system to nearly 3,000,000 beneficiaries.
- Launched several national campaigns for mobile and Web products.
- Coordinated interviews and tracked impact for national media news coverage.

Project Analyst

8/2011 – 6/2013

- Co-produced, co-wrote, and co-directed 2 promotional videos.
- Managed a \$1.2 million annual purchasing budget with 100% accountability.
- Designed a custom CRM solution.

US Army

Professional Development Program Manager

1/2009 – 1/2011

- Reduced personnel requirements by 33% while improving the section's efficiency by over 175%.
- Identified as premier schools program on military installation improvements resulted over \$2 million in estimated savings.
- Rapidly promoted to Sergeant in 2.5 years (Top 2% Army wide).

Program Manager

4/2006 – 12/2008

- Maintained a 99% successful completion rate on over 300 projects.
- Recognized with award for flawless performance during peak volume period.

Harbor Pacific Bottling Company (Pepsi Bottling Distributer)

Merchandiser

7/2001 – 7/2005

- Doubled volume through building customer relations and soliciting sales space.

Education

MBA, Emphasis in Project Management (4.0)

Ashford University 2013

Bachelors of Science: Business Management

Liberty University 2010