

Henry Blue

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WORK EXPERIENCE

The Baylor School - Chattanooga, TN **2022-Present**

Marketing & Admissions Funnel Manager

- Created cradle-to-grave marketing/admissions funnel to track conversion metrics and ROI.
- Evaluate efficacy of existing marketing campaigns and expenditures; identified \$100K+ in savings.
- Advise on school & athletics websites to enhance lead acquisition and conversions.
- In-house liaison for outsourced work on Google Adwords, Social Media Ads, & SEO; directly overseeing/implementing beginning summer 2023.
- Test & evaluate new digital marketing and online ads strategies for lead acquisition.
- Implement processes to improve admission candidate funnel progression.
- Advise on summer camp digital marketing and lead capture processes.
- Help manage admissions prospect database and help maximize usability of candidate data therein.
- Built out model to inform admissions on acceptance and financial aid pacing across prospective student categories (day/boarding/domestic/international/male/female).
- Draft and advise on marketing portions of quarterly submitted written Board reports.

Instructor of English, Adviser, and Coach **2019-Present**

- English 7 and English 8 instructor; 7th grade adviser.
- Head Middle School wrestling & Head Middle School lacrosse coach.
- Faculty advisor for Middle School Student Advisory Council.

Spoken - Boulder, CO & Chattanooga, TN **2016-2019**

Co-founder and CEO of language acquisition startup leveraging messaging platforms and bots.

- Accepted into and funded by one of the country's most competitive technology startup accelerators, *Techstars*, with less than 1% acceptance rate; executed using Lean Startup methodologies.
- Oversaw development of B2C language acquisition product from scratch to market.
- Performed systematic customer discovery & development throughout product design & development.
- Interviewed, hired, trained, and managed over a dozen instructors delivering live English instruction.
- Oversaw all digital advertising and content marketing, including the creation of a podcast with 75,000+ downloads without paid promotion, an interactive e-book, a video-based course, and more.
- Struck affiliate marketing agreements with three largest podcasts in the English learning sector.
- Managed all social media accounts and other public-facing digital assets.
- Grew email distribution list to 10K+ leads in two years on minimal marketing budget.

Alchemy Learning - Baltimore, MD **2013-2016**

Co-founder of edtech development company building web-based & virtual reality educational tools.

- Managed creation of numerous B2C and B2B products with team of four in-house developers and designers and oversaw development outsourced to multiple third party development shops.
- Designed and oversaw development of teacher tool named to national "Best of" lists by *Tech and Learning*, The American Library Association, and others.
- Responsible for customer discovery and outreach and client relationships, including managing custom development needs.

- Negotiated contracts with institutional clients including *Outward Bound*, *Living Classrooms*, *The Maryland Historical Society*, and others.
- Platform made accessible to students in nearly all Maryland school districts..
- Oversaw all affiliate and content marketing, including the creation of an industry whitepaper for driving qualified enterprise leads.
- Managed all content and social media marketing.
- Earned media coverage from local and national industry outlets including a broadcasted news segment by Baltimore's *NBC*-affiliate TV station; Named *Technical.ly Baltimore's 2015 Start-up of the Year*.

The Boys' Latin School of Maryland - Baltimore, MD **2010-2013**

Middle School teacher and coach at all-boys k-12 independent school

- 8th grade faculty team leader and Faculty Senate representative.
- Chair for school-wide Curriculum & Program Steering Committee for school re-accreditation.
- Taught middle school English and History (7th & 8th grade)
- Coached cross-country, wrestling, tennis, and volleyball at MS & HS levels.
- Voted *Mentor of the Year* by MS Students

Maryland State Senate - Annapolis, MD **2009**

Digital Communications Intern for Senate Caucus

- Worked directly with staff and State Senators to help craft and disseminate the Caucus's messaging.
- Created social media content and YouTube videos to be covered by local blogs and media.

U.S. House of Representatives - Washington, DC **2009**

Press Secretary Intern for Maryland Congressional Representative

- Worked directly with Congressional Representative's press secretary on communications outreach.
- Drafted emails to be distributed through mailing list as well as communications to be posted online.
- Fielded and responded to constituent requests and inquiries.

Xinyu University- Jiangxi, China **2006-2007**

English Instructor

- General and Business English instructor at a university in developing region of southern China.
- Taught over 200 college students and 50 elementary students. Developed course curriculum.

EDUCATION

University of Virginia - Charlottesville, VA **2009**

- M.A. Linguistics

Davidson College - Davidson, NC **2006**

- B.A. English
- Member of Division I Varsity Wrestling Team
- Kappa Sigma Academic Chair

The Boys' Latin School of Maryland - Baltimore, MD **2002**

- Upper School Parliamentarian
- National Honor Society & Honor Council Member
- 12 Varsity Letters - Cross Country, Wrestling, & Tennis

COMMUNITY

National Prep Wrestling Championships- Bethlehem, PA **2023-Present**

Board of Directors; Tennessee State Representative; Media Rights & Streaming Production Chair

- Elected Tennessee State Representative for the oldest active wrestling organization in the country.
- Overseeing media rights negotiations and digital stream & media production.
- Tasked with revamping web presence and creating social media content production strategy.

Tennessee USA Wrestling - Chattanooga, TN **2019-Present**

Board of Directors; Communications Chair

- Communications Chair for Tennessee's USA Wrestling affiliate organization that oversees Olympic-style wrestling training and competitions in the state of Tennessee.
- Set-up digital communication infrastructure and oversee dissemination of all online communications and content.
- Report to president on constituent communications and engagement metrics.

Society of the Cincinnati of Maryland - Annapolis, MD **2016-2023**

Board of Directors; Communications Chair

- Communications chair for 1783-founded organization focused on delivering and promoting American Revolutionary War & U.S. Constitution education.
- Set-up digital communication infrastructure and oversee dissemination of all online communications.
- Report to president on constituent communications and engagement metrics.

PROFESSIONAL DEVELOPMENT

Techstars Boulder **2016**

- 3-month intensive program on best practices for product management & development, customer acquisition, fundraising, and teambuilding.

Betamore Academy Digital Marketing Course **2015**

- 4-week intensive course on cutting edge digital marketing practices utilized by start-ups.

University of Maryland, Baltimore County - Baltimore, MD **2011-2012**

- Graduate Certificate in Instructional Design & Technology (twelve credit certification)

MARKETING, SOCIAL MEDIA, PUBLICATION SOFTWARE FAMILIARITY

Mailchimp, Google Ads, Google Analytics, Facebook Ads, Facebook Messenger, Instagram, Twitter, TikTok, WeChat, QQ, YouKu, LINE, WhatsApp, Telegram, KakaoTalk, VK, Viber, LinkedIn Premium, Tweetdeck, Squarespace, Wordpress, WordStream, FinalSite, YesWare, Unbounce, Popup Domination, Typeform, UpViral, SchoolAdmin, and More.