

PHILLIP ROBERT BACH

PERSONAL PROFILE

Passionate, well-rounded, and results-oriented individual focused in marketing, sales, and product/project management roles in the consumer, technology, sports, and entertainment industries. Dual citizen (U.S. and Netherlands) with conversational Dutch and French comprehension skills.

EXPERIENCE

Professional Basketball Player | THE NETHERLANDS August 2012 – May 2015

Guard/Forward in Dutch 1st Division

- Selected to U23 All-Star Team (2012-2013); invited to Dutch National Team tryouts
- Developed content for Den Helder Kings website & conducted community service
- Designed and coded [personal website](#) in HTML, CSS, and Javascript

Book Author, Public Speaker: Robbie Bach | SEATTLE, WA January 2015 - Present

Social Media Manager

- Ran day-day operations & monitored engagement via Wordpress and Analytics platforms
- Launched paid ad campaigns for Facebook, Twitter & LinkedIn (Influencer sponsorship)
- Developed monthly reports and delivered feedback to web developer, PR team and publishing house

Brooks Running | SEATTLE, WA Summer 2013

Creative, Marketing, and eCommerce Team

Developed a digital community proposal based on an evaluation of the competitive landscape and identification of consumer pain points. Iterated via multiple consumer feedback sessions resulting in a plan to evolve BrooksRunning.com's retail storefront to a complete customer experience.

- Conducted and presented a social media audit

InQuira Inc. (Acquired by Oracle in July 2011) | SAN BRUNO, CA Summer 2010

Partner Group and Sales Operations Team

Worked with partner and sales teams to roll out more efficient sales process using Salesforce which minimized steps in sales workflow progression by ~50%

SANTA CLARA UNIVERSITY

Santa Clara University | SANTA CLARA, CA 2008-2012

Bachelor of Science in Business (GPA 3.5)

- Concentration in Finance with a Minor in Communications

Men's Varsity Basketball Team

- Walk-on athlete that earned position on traveling team as a Sophomore and scholarship as a Senior

Microsoft Student Partner Representative | 2010-2011

- Promoted Microsoft products through various events, social media, and marketing campaigns
 - Developed and published Windows Phone applications
 - Performed in top 10% of 90+ U.S. student representatives
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CONTACT INFORMATION

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