



RANDY BETT

Dynamic and forward-thinking marketing/training professional with expertise in delivering highly effective and measurable digital marketing efforts and strategies to drive revenue growth, reach new customers and increase brand awareness. Adept at designing marketing and advertising campaigns, writing marketing copy, handling social networking channels, and generating leads. In-depth understanding of internet tools, trends, and business models to raise an organization's visibility and social media profiling across multiple social media platforms, including Facebook, YouTube, Twitter, LinkedIn, and Instagram (and soon TikTok). Trains salespeople/teams and new recruits on prospecting, follow up, sales skills, interpersonal skills, self-development, and team building.

CONTACT

Address: Red Deer, Alberta, Canada
Phone: (403) 348-1951
Email: Randy@QuestMarketing.ca

TOOLS & EXPERTISE

Sales Training & Copywriting
Digital Marketing
SEO Optimization
Social Media Marketing
Client Acquisition and Retention
Negotiation, Presentation & Closing
Networking and Prospecting
Persuasive Communication
Lead Generation & Follow Up Systems
Market Research, Analysis and Forecasting

Tools: HubSpot CRM

SEM Rush
Ahrefs
Spy Fu
Screaming Frog
Drop Cowboy
EDDM Direct Mail

EDUCATION

Bachelor of Education with Great Distinction
University of Saskatchewan

Red Seal Automotive Journeyman
Canada Wide Certification

Heavy Duty Equipment Journeyman
Canada Wide Certification

TRAININGS

- Duct Tape Marketing
- LinkedIn Influencer
- Google Maps and Business Profile
- Maria Foleo B School
- Genius University
- Hollywood Story Telling
- Ryan Deiss Marketing
- PPL Business Blueprint
- Digital Triggers
- Fletcher Funnel Method
- Frank Kern Consulting
- Talisman Consulting
- Brendan Burchard
- Michael Hyatt
- Tom Ferry
- Brian Tracy
- Tony Robbins
- Neil Patel SEO Training

SUMMARY OF QUALIFICATIONS

- Proven experience driving profitable marketing campaigns and sales.
- Knowledge of KPI's, Analytics, Traffic and Conversion.
- Adept at identifying and resolving barriers to closing the sale.
- Consistent track record utilizing diverse property sales tactics including qualification, persuasion, marketing strategy, proposal, and closing.
- Expertise in market research and analysis; remains up to date on current market trends.
- Execute results-oriented strategies through email marketing, digital advertising, social media, branding initiatives, sales support materials, and video/content creation.
- Consistently provide innovative and effective solutions to problems through organizational talents, keen attention to detail, and meticulous follow through.

PROFESSIONAL EXPERIENCE

FOUNDER/CEO

QuestMarketing.ca & QuestStaffing.ca | Red Deer, Alberta 08/2014 – Present

- Leverage digital marketing to generate leads and sales for diverse clientele, including marketing, preparing market analysis statistics, and facilitating closings.
- Develop and oversee targeted, out-of-the-box social media marketing strategies for multiple clients resulting in new business development, media placements, cross-promotions, and substantial sales increase
- Design, create and manage promotions, advertisements and campaigns while creating calls-to-action that drove target reach
- Instruct clients/customers/sales agents on best practices for selling success and liaise between clients/owners/sellers and prospective buyers.
- Advise sellers on how to make their inventory/equipment/property more appealing to potential buyers thereby increasing selling prices.
- Lead execution of strategic planning - facilitate strategic planning process to clearly articulate the companies' vision, mission, value proposition, brand architecture and positioning
- Manage all customers and client's social media presence.
- Measure ROI of existing social media and accordingly optimize tactics to boost ROI.
- Research and customize targeted online marketing and direct mail advertising for customers.

MANAGER OF MARKETING & TRAINING – FIRING IRON

Firing Iron.com | Red Deer, Alberta | 07/2018 – Present

- Spearheaded the development and roll-out of an innovative marketing campaign that maximized exposure of their equipment brokerage model-for sales and recruiting.
- Established a positive flow of communication with all personnel involved in sourcing sales and closing transactions.
- Fully utilized online technology resources, including an equipment website to maintain high visibility with prospects, sellers, and customer base.
- Critically analyzed market trends and capitalizing on market opportunities to create high profit, high visibility through brand positioning and market trends solutions

MANAGER OF MARKETING AND SALES

Better Group Real Estate, Calgary, Alberta | 07/2004 – 07/2014

- Designed and led market research projects to identify new market opportunities and provide guidance for business strategy.
- Performed market sizing and segmentation analysis to underpin global strategy for overseas sales.
- Developed, controlled, and managed market research budget for maximum ROI
- Assisted sales managers in marketing by creating lead tracking, presentations, mass direct mailings, and follow up
- Recruited partners from inside and outside of the industry.