

STAN COLLINS BOYD

Marketing and Sales

With more than 10 years of experience in marketing, sales, management, graphic and web design, and lead generation, I am now looking for a career that I can put my full focus into. In addition to the positions listed below, I've also been a part of and founded multiple start-ups as a way of challenging myself to learn and grow to reach my full potential. I've learned the ins-and-outs of business, the importance of building a solid team, and most importantly, what not to do in business. I hope to find something that I can passionately work on that will grow both the company, and myself personally.

Experience

Director of Sales and Marketing Feb 2021 – Sep 2023 Rotor X Aircraft Manufacturing Co. | Chandler, AZ

As Director of Sales and Marketing for Rotor X Aircraft, I was responsible for building a sales and marketing team, creating and managing marketing campaigns across social media, print ads, and email blasts to generate leads. I also built several websites, designed brochures and branded merchandise, filmed and edited multiple promotional videos and commercials, and set up a system to organize the 10 to 20 inbound leads that we receive on a weekly basis.

Handling many aspects of product development ranging from design, to market research and planning, writing press releases, and the eventual launch of a new product is a process that my team and I excelled at resulting in sales of a new type of aircraft before a working prototype was even available.

In just under 3 years, my team and I have sold over 70 helicopters, dozens of add-ons and upgrades, and at least a dozen ultralight eVTOL "manned-drones," both domestic and internationally. I negotiated contracts and set up dealerships around the world for both the helicopter and the ultralight aircraft.

Additionally, we attended multiple air-shows and fly-in's around the country while also organizing events for our current customers and members of the community from previous iterations of RotorWay. In an effort to increase production, I spent several months in the factory improving processes which resulted in the company producing components such as airframes and tail booms in a fraction of the time it had taken previously.

Marketing and Operations 2018 – 2021 Skyfire Solar Design | Scottsdale, AZ

My role at Skyfire Solar Design was to maintain the website, create and execute marketing campaigns, and to manage all of the incoming business. I delegated projects to contractors that I hired, reviewed and submitted the work that they did, and sought out new business for the company.

Sales and Marketing Consultant/Technology Implementation Specialist Bedrock Financial Services | Scottsdale, AZ Sept 2015 – Mar 2017

- Managed marketing and lead generation for over 40 agents
- Designed and created websites and marketing materials
- Editor of an online news channel for Federal Employees
- Helped develop web applications for financial advisors
- Managed multiple teams of web developers and content writers
- Generated Federal employee leads for agents, and new agent leads for the company
- Signed financial advisors and insurance agents from competing firms

Marketing Director 2015 – Jan 2020 True North HDD | Winnipeg, Canada (remote)

- Built and managed the main website and an additional unbranded website to generate leads
- Initiated and maintained social media and email campaigns
- Managed inventory and customers



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EDUCATION

University of North Alabama
2009 – 2013

Bachelor of Science

- Entertainment Industry and Management
- Audio Engineering
- Philosophy
- Business Administration

EXPERTISE

- Sales and Marketing
- Artificial Intelligence
- Web Design/SEO
- Product Development
- Branding
- Team Management
- Contract Negotiation
- Event Organization
- Writing
- Lead Generation
- Public Relations
- Graphic Design
- Audio and Video Editing