

SPENCER FIELD

Small Business Consultant

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Email talk@spencerfield.me

Location Brighton, MI

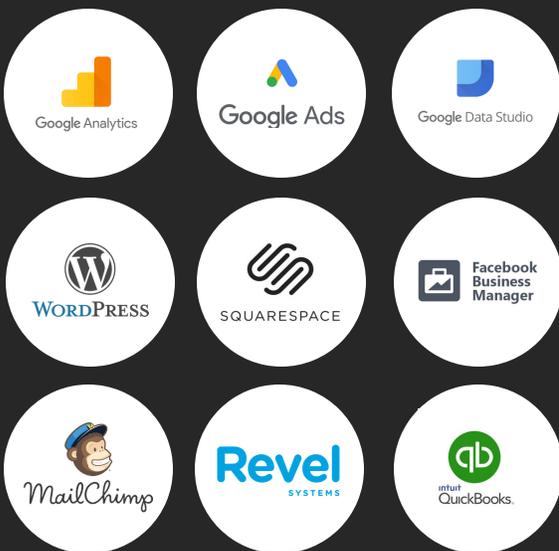
PROFILE

I have been working for himself since he was 12. I now run Orange Cube Group, a thriving digital marketing firm with 7 team members. Founded in 2014, my book of business has doubled each year for 5 consecutive years and have supported 125+ businesses.

During my experience as a small business owner, I have become highly technically credentialed while building a deep toolbox of soft skills that keeps my team and clients engaged and growing.

I am excited about everything small business, as you will see.

HARD SKILLS



METRICS

Metrics I am proud to have accomplished, which we can talk more about in specific context.

- 125+** Businesses I Have Directly Helped
- 34.2%** National Ad Campaign CPA Reduction Within 28 days
- +14%** In-app Download Increase w/in 15 Days
- \$177M** Current Market Value Of My Client Base
- 12** Months It Took To Complete My BSBA
- 238%** Increase In Local Leads In 14 Days
- \$3.2 M** In Annual AdWords Spending I Oversee

EDUCATION

High School Education 2010 - 2013
HOMESCHOOLING, LIVINGSTON CHRISTIAN SCHOOLS

BSBA, With A Focus On Entrepreneurship 2014
THOMAS EDISON UNIVERSITY, NJ

Policy Debate & Public Speaking 2010 - 2015
TOASTMASTERS, CCA, ACE

REFERENCES

Katy Michalski

Independent CMO at Several Businesses
Cell: (734) 338-8300 | michalski.katy@gmail.com

Sandy Benson

Owner Of American Gourmet
Cell: (248) 408-3211 | americangourmet@gmail.com

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Tonia Osby

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Dr. Mohammed Arsiwala

Director Of Michigan Board Of Medicine & Founder Of Michigan Urgent Care
Assistant: (734) 338-8300 | dr.arsiwala@gmail.com

BUSINESS DEVELOPMENT EXPERIENCE

With 125 clients, 27 community projects, and 16 pro bono projects completed in the last 5 years. I have become quite adept at assessing a situation, person, and marketplace to identify problems both internal and external.

Many projects have full stories behind them, and many more are protected by NDAs.

SOFT SKILLS

- Comfortable In Nebulous Situations
- Non-Violent Communication Training
- Principal & "Why" Focused
- Willing To Say "I Don't Know"
- Ability To Think On Feet
- Decisive & Action Oriented

BREADTH OF INDUSTRY EXPERIENCE

Medical

- Michigan Urgent Care
- Rehabilitation Physicians
- Cellular Healing

Manufacturing

- Good Fat Bars
- Garlic Brothers
- AKTV8

Food Services

- Bourbons (dine-in)
- GrabbaGreen (fast casual)

Retail

- Impulse Clothing

Non-Profit

- Hero Round Table (conference)
- The Commons (one of fastest growing Protestant groups in the USA)
- Doubt On Tap (community connection)

Services

- Roby Law (immigration law)
- Accurate Tax And Accounting
- Michigan Insurance And Financial Services
- Grief And Drama Recovery Center

SAAS Startups

- TravelBank
- JRINK
- Paylow Rate

Others

- Superior Communications (telecommunications)
- Coffee News (community publication)
- John's Pack & Ship (logistics)
- Realty Commander (real estate CRM)

RECENT SMALL BUSINESS DEVELOPMENT ACTIVITIES

- Cohosted 3-part digital marketing workshop
- Launched one-page social media plan, used internationally by more than 5,000 people and by 3 colleges (including WCC)
- Cofounded, and ran, Livingston County's first business pitch competition
- Facilitated group development and publication of business validation process
- Hosted business start up workshop at Hamburg Township Library
- Hosted digital marketing workshop for Howell Main Street businesses
- Taught 3-part series on marketing automation and digital leveraging at GBACOC



CERTIFICATIONS

- Google AdWords
- Google Analytics
- Google Trusted Photographer
- Google Local Guide, Level 7
- Squarespace Circle Member
- Squarespace Authorized Trainer
- RYS 300
- YEXT Local Deployer

HONORS & AWARDS

- Arnold Fletcher Award From Thomas Edison State College
- Toastmaster
- GBACOC Entrepreneurial Team Of The Year Award
- CCA | Hillsdale College 1st Place Policy Debate Team
- Startup Weekend 1st Place Team Hosted By Google And Cleary University