
ELLEN (HELD) LINKENHOKER

Business Record | 2017 Nomination | Forty Under 40

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January 9, 2017

Dear Selection Committee:

I am humbled and grateful for the nomination and recommendation letters I have received for the Business Record's Forty Under 40 class of 2017.

To me, being a member of the esteemed Forty Under 40 group is a representation of character and commitment. I build strong relationships within my community, continue to pursue my passion for learning, and excel in my roles professionally while making a huge impact on the organizations I'm with.

I believe my nomination fits what it means to be a member of the Forty Under 40.

Highlights of Civic Accomplishments:

- American Marketing Association of Iowa
 - Board member for 4 years
 - Helped overhaul the blog, communication planning, and social media calendar
 - Spearheaded the 2016 Experience Event, increasing attendance by 38%
- Des Moines Choral Society
 - Facilitate marketing and promotion of their biggest fundraising event, the Gala
- Morsel Combat
 - Contributed marketing skills to secure press, radio, and social promotion
 - Raised over \$25,000 for Meals from the Heartland

Highlights of Professional Accomplishments:

- 2016 Silver Stevie® Award – Marketer of the Year
 - One of 7 winners in the United States
- Propositions, Inc.
 - In 2 years have completed a successful rebranding, managed a yearly marketing budget (12.5% of company sales) and contributed to revenue growth of 166%
 - Introduced new website achieving 134% increase in traffic and 37% decrease in bounces
 - Advertising on google has seen a continued ROI of over 400% each year
 - Initiated semi-monthly nurturing/sales email driving 1,400% increase in business driven from email in the first year and increased list size by 126% since its inception
 - Assimilated 3 new content producers and over 100 products into our Training Content Portfolio resulting in a product diversification shift from 3% of business revenue to 53%.
- Carrier Access, Inc.
 - Created marketing plan to unify their 3 brands
 - Managed introduction of new product lines in the managed services field, incorporation over 25+ new products

It would be a tremendous honor to be selected as part of the 2017 Forty Under 40 group. I hope you enjoy reading through the following pages of accomplishments and recommendations. I have loved putting this together and realizing the impact I've made to organizations and causes I've worked with.

Thank you for your time and consideration,
Ellen (Held) Linkenhoker
Director of Marketing | Propositions, Inc.
elinkenhoker@propositions.com

Ellen (Held) Linkenhoker

3540 SW 29th Street | Des Moines, IA 50321
515-480-2478 | linkenhoker.ellen@gmail.com

Summary

Passionate and data-driven marketing professional who helps develop talent and continually accelerate lines of business. Sales driver with the ability to take big challenges and break them down into smaller tasks while providing direction to achieve solutions within difficult time commitments.

Core Competencies

- Marketing Strategy
- Marketing Communications
- Data Analysis
- Social Media
- Google Adwords/Analytics/SEO
- Salesforce
- Wordpress
- Adobe Suite
- Channel Sales & Marketing
- Business Relationships
- Project Management
- Project Organization
- Time Management and Prioritization
- Business-to-Business Marketing
- Public Speaking
- Managing a Team
- Email Marketing
- Event Planning & Tradeshows

Current Position

Propositions, Inc. – Urbandale, Iowa

2015 - Present

Director of Marketing 2016 – Present

Marketing Manager 2015 – 2016

Recruited to build marketing department and accelerate sales for one of the fastest growing companies in HR technology

Responsibilities

Management: Lead marketing department with 12.5% of sales budget | Supervise direct reports

Tradeshows: Plan and execute shows while saving 21% and increasing leads by 64%

SEO/Adwords/Analytics: Maximize AdWords performance to achieve 400%+ ROI each year

Digital Marketing: Managed 100,000+ emails monthly, drove 1,400% more sales, and increased list 126%

New Products: Promote and release new products resulting in a shift in the product portfolio from 3% to 53%

Accomplishments

Rebranding: Completed redesign of the main website | New logos | Branded materials for Propositions and software collateral, tradeshow booths, and digital presence → revenue growth of 166% in 2 years

Campaign Initiative: Led team to create communication flows for sales team and incorporate all messaging into Salesforce campaigns for easy ROI analysis → improved internal processes and procedures

Product Lines: Developed strategic business units with unique market presence → Added 3 new content producers and over 100 products into our training content portfolio

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Past Experience

Carrier Access, Inc. | Tektivity | Klarratee - Des Moines, Iowa

2011-2014

Marketing Manager 2013 – 2014

Marketing Coordinator 2011 – 2013

Selected Responsibilities and Accomplishments

Plan: Build vision into short term and long term goals/plans | Manage time and delegate tasks to internal marketing team | Report to and advise senior management on direction and key strategies to achieve business goals | Budget allocated funds to marketing plan efforts and secure marketing development funds (MDF) from partners

Navigate: Research and identify target market for full suite of brands | Develop and deploy brand family marketing plan to present a unified offering | Project manage and deliver on all deadlines for approved marketing initiatives

Analyze: Collect and maintain data on current and past marketing initiatives to measure success | Analyze and learn from outcomes to dictate best practices moving forward | Test different outlets and messaging for optimal performance

Copywrite: Identify key messages and write into core copy for different media | Project manage, write, and edit request for proposal responses | Review, edit, and approve copy

Integer Group - Des Moines, Iowa

2010-2011

Marketing Promotions Coordinator 2010 – 2011

Learning: Social media posts | Research for proposals | Worked on a high profile client project managing over 30 pieces and timelines | Assisted in ideation for social campaigns

Education

University of Nebraska – Lincoln

BBA, Marketing: Minor in Statistics, Math

West Des Moines Leadership Academy

Leadership Academy

The West Des Moines Leadership Academy (WDMLA) is an intensive, regionally-oriented leadership development program designed to give potential and emerging leaders the skills, knowledge, and ongoing support they need

Consortium of Universities for International Studies

Study Abroad Italy

January 9, 2017

To Whom It May Concern:

Ellen Linkenhoker would be an excellent candidate for the Forty Under 40 Awards program because of her excellent history of business and community accomplishments. I've had the pleasure of working with Ellen since she was hired last January.

She is astute at:

- Motivating herself and her team
- Driving projects to completion
- Staying positive and flexible in times of change
- Committing to her work
- Meeting and exceeding expectations
- Solving problems

Some of the specific accomplishments Ellen has achieved in the last year at Propositions:

Company Rebrand

A comprehensive rebranding effort, including complete redesign of company website, new branding and logos for Propositions and the *MentorString™* software platform, marketing collateral, tradeshow booths, and social media

Tactical Marketing

Streamlined approach to lead generation, management, communication, and tracking for events, speaking engagements, and web traffic via Salesforce

Corporate Image

Coordination of press releases, tradeshow presence, and speaking engagements that further enhance the Propositions brand recognition and reputation

Ellen is also very involved and committed in a number of other civic and volunteer programs. She has supported and been involved with Big Brothers Big Sisters of Central Iowa and Morsel Combat, a food event benefiting Meals from the Heartland. She has also been a dedicated board member of the American Marketing Association for the last 3 years and participated in work programs benefiting the Family Enrichment Program.

Please feel free to contact me if you need any additional information about Ellen.

Sincerely,

Frank Russell
Chief Executive Officer
Propositions, Inc.
frussell@propositions.com



Proactive, Transparent, Collaborative Technology Solutions

January 7, 2017

To whom it may concern,

I am writing to recommend Ellen Linkenhoker for the *Business Record's* 40 Under 40 class of 2017. She is a remarkable young woman who epitomizes what it means to be dedicated to her professional and civic communities.

I hired Ellen early in her career and had the joy of seeing her grow into the position of Marketing Manager at my company. She has an incredible drive to see everything she does done to the best of her ability. I remember tasking her with our first ever customer appreciation event. She took the daunting task in stride with a smile and a determined attitude, and I never had to worry about a deadline being missed, someone going uninvited, or a small detail being overlooked. The event went off with a bang and in great style; I was impressed with the skill at which she pulled everything together.

The drive and commitment I shared in that story can be applied to everything I have seen her work on at my company or in her many community involvements. She is a problem solver, drives results, and always has a positive mindset. The community groups she works with like the American Marketing Association and Morsel Combat are lucky to have her.

I can't think of anyone better qualified for the class of 2017 40 Under 40 award than Ellen Linkenhoker.

If you wish to discuss my nomination further, you can reach me at 800-373-7548.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brendan Phelps', with a long horizontal line extending to the right.

Brendan Phelps

Visit www.carrieraccessinc.com for information.

[facebook/carrieraccessinc](https://www.facebook.com/carrieraccessinc) [@CarrierAccess](https://twitter.com/CarrierAccess) [Carrier Access, Inc.](https://www.linkedin.com/company/carrier-access-inc)

Carrier Access, Inc.

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Phone: 800-373-7548 | Fax: 800-750-3663

E-mail: info@carrieraccessinc.com



1709 Walnut St ▪ Dallas Center, IA 50063

Phone: 515-918-0656 ▪ Website: www.dannybeyer.com

January 8, 2017

Business Record

Attn: Forty Under 40 Selection Committee

100 4th St

Des Moines, IA 50309

Dear Committee,

Ellen Linkenhoker and I first met a number of years ago at a random networking event in West Des Moines. We instantly hit it off and have been working together both on professional endeavors, and civic ones, ever since. Ellen is truly dedicated to the organizations she represents and is more than willing to give of herself to make her community better. She would be an excellent addition to the Forty Under 40 group.

Ellen works tirelessly in the marketing field of Greater Des Moines. It is both her professional passion and personal fire. Her talents afford her the ability to help organizations, like Morsel Combat – an event that raises tens of thousands of dollars each year for Meals from the Heartland, reach new goals and brand themselves in ways they never considered. On top of her full work load she was able to find time to stay involved with Big Brothers Big Sisters of Central Iowa from 2011-2014 by spending quality time with her little and helping with their fundraising events.

Ellen continues to impress me with her passion and her drive. There are few individuals who are willing to give back at the level Ellen does year in and year out. I would highly encourage you to consider her and thank you for your time!

Respectfully,

Danny Beyer

2014 Forty Under 40 Winner

2016 Vice Chair, West Des Moines Chamber

Vice President – Sales and Marketing

Kabel Business Services

dbeyer@kabelbiz.com

Ellen (Held) Linkenhoker

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Community Involvement

American Marketing Association Board – Iowa Chapter

Director of Programs	2015 – 2016
Assistant VP of Communications, Social Media & Analytics	2013 – 2015

Digital Media: Plan, coordinate, and execute social strategies for the chapter | Work closely with the communication group to oversee the social tools used in campaigns | Develop monthly editorial calendar | Write and schedule blog posts | Evaluate and monitor analytics of website, blog, and campaigns | Recommend courses of action to improve engagement, registration, and statistics

Event Planning: Execute programming initiatives for AMA Iowa including, luncheons, networking events, conferences, and board meetings | Work with communications team to draft and proof emails | Communicate with speakers to ensure best possible presentations | Interpret survey data after events

Experience Event: Organize and spearhead the 3rd annual Experience event | Compile a speaker list of 17 influential marketers in Iowa | Build new concurrent sessions into the program | Manage a volunteer team to handle graphics, sponsorships, communications, and speaker relations | Communicate event expectations

- Increased attendance by 38%
- 17 speakers line up from across Iowa

Des Moines Choral Society

Marketing & Promotion	2016 – Present
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Fundraising Event Marketing: Design and promote all aspects of their largest fundraising event of the year – the Gala. This event is responsible for raising over 75% of their operating costs for the year.

Morsel Combat – A Food Event Fighting Hunger

Marketing & Web	2014 – 2015
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Fundraising Event Marketing: Update website with relevant information to the 2015 event | Write blogs and actively post on social media to promote the event | Lined up an in-kind donation radio spots | Created sponsorships for table centerpieces | Designed and found print sponsors for programs

- Over 250 attendees
- 11 chefs recruited for event
- Over \$25,000 raised for Meals from the Heartland

Big Brothers Big Sisters of Central Iowa

Mentor & Fundraiser	2012 – 2014
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Mentoring: Met with my little twice a month and spent quality time with her in the community or at home | Helped her reflect and share experiences and emotions about her school and friends

Fundraising: Designed golf hole flags for their annual Big Shots event | Participated and lead team for the Bowl for Kids' Sake event raising over \$1,000 as a team

January 10, 2017

Business Record
Forty Under 40 Selection Committee

RE: Letter of Recommendation – Ellen Linkenhoker

Dear Selection Committee:

This letter is to recommend Ellen Linkenhoker for the Business Record's Forty Under 40 class of 2017. I met Ellen in the West Des Moines Leadership Academy (WDML) in 2014 and would highly recommend her as a qualified and laudable candidate for this year's class.

As a class of 2015 40 Under 40 alumni, I know the qualities and community involvement you are looking for when selecting the final 40. Ellen meets each of the qualifications and stands out as a great representative for the young professionals in Des Moines.

As an example, during the WDML Academy we worked on multiple philanthropic projects as a class. The one specifically I worked on was called Morsel Combat. What we found as a group working on this project was that we lacked the marketing experience to make this project as successful as it could be. A couple of us solicited Ellen who was working on another project to come and help us overcome this hurdle. She jumped right in with enthusiasm and a "make it happen" attitude that wowed me. She has a talent for figuring out what can/should be done, and then ensures that it does. She single handedly secured in-kind donations for radio spots promoting the event, worked with florists to sponsor the centerpieces, updated the website/social media, and promoted the event on community calendars. The Morsel Combat event raised over \$35,000 for Meals from the Heartland, and Ellen definitely played a role in helping make that happen.

I have also had the pleasure of playing on an intramural volleyball league with Ellen. In this setting I have discovered that her character and spirit don't end with her professional and community work, she is just as engaging and devoted to her network of friends.

Ellen Linkenhoker exemplifies the Forty Under 40 group with her active involvement in the community, professional success, and outstanding character. It is with great pleasure that I recommend her for this year's class.

SHIVE-HATTERY, INC.



Michael Morman, AIA / LEED AP-BD+C
Shive-Hattery
Design Team Leader / Architect

Dear Selection Committee,

I am pleased to write this letter of recommendation for Ellen Linkenhoker for the 18th Annual Forty Under 40 awards. Ellen and I serve together on the American Marketing Association Iowa Board of Directors.

When Ellen joined the Board of Directors three years ago, she was a member of the communication team I led. Having her input and assistance in helping to shape and deliver the organization's communication to its membership was an outstanding experience. Her knowledge, enthusiasm, and natural leadership ability never ceased to amaze me.

Ellen is an expert problem solver. She has a unique ability to assess a situation, evaluate alternatives, and make sound recommendations. When she sees a need, she takes action. Two projects that Ellen initiated and oversaw from start to finish for AMA Iowa exemplify her ability to look at things from a fresh perspective: the editorial calendar and the organization's blog strategy.

Ellen recognized that AMA Iowa was often scrambling to get content out to its members. This led her to create and implement the organization's editorial calendar – a strategic marketing tool. Under Ellen's leadership, this calendar gave the communication team the framework to be thoughtful and intentional about how we reached our target audiences. It captures all AMA Iowa events, content type, team member(s) responsible for creating content, publish date, and communication channel(s) where the content will be published. This calendar helps AMA Iowa plan ahead and stay organized. It also serves as an online content archive.

Once the calendar was created, Ellen realized we needed to increase our blog activity. Again, she stepped up and led the development of a consistent blog strategy for AMA Iowa. She knew these blog posts would become the foundation of our editorial calendar. Ellen brainstormed potential post ideas, worked with others to get buy-in and additional post ideas, identified who would write the different posts, and incorporated them into the editorial calendar. Consistent blogging is the key to a successful blog. Through Ellen's leadership, we were successful.

I cannot say enough positive things about Ellen. She is a valuable member of the AMA Iowa team. She demonstrates the strong character and qualities of a Forty Under 40 award recipient. I am confident that she would do a great job to honor and respect this outstanding achievement.

Sincerely,

Christy Gooding

Senior Manager Corporate Communications | Guide One Insurance

President-Elect | AMA Iowa

Dear Selection Committee,

It is my pleasure to express my personal and professional recommendation for Ellen Linkenhoker in consideration for the *2017 Business Record 40 Under 40* award. An alumni myself, I know first-hand the characteristics and experience you look for when selecting the next class of individuals. Ellen Linkenhoker is certainly a deserving and worthy candidate.

I first met Ellen when she started working at Carrier Access, Inc. where she took on the challenge of unifying our brand and image. She demonstrated an amazing work ethic, a drive to achieve results, and a willingness to bring new ideas to the table. She was very instrumental in multiple activities that helped shape the Carrier Access culture. She was always looking for new ways to get people involved in company activities. She is a big reason for the culture we have today.

She actively gives back to the community through volunteering her skills and time to notable causes like Big Brothers Big Sisters, the American Marketing Association, and Morsel Combat benefiting Meals from the Heartland. She was an active member in multiple events and has helped raise money for all these causes.

What makes Ellen so valuable in these professional and community interactions is her unwavering smile. She is a joy to be around and shares creative ideas, whatever the task.

Ellen's desire to take on new challenges, make an impact in the marketing community, and continue developing herself both personally and professionally make her an ideal candidate for the 40 Under 40 class of 2017.

Please don't hesitate to contact me to further discuss Ellen's qualifications.

Sincerely,

Shane Stark
Carrier Access Inc.
2014 Business Record 40 Under 40