



Outdoor Industry & Pro-Staff Resume and Portfolio

DUSTIN VAUGHN WARNCKE

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www.dustinsprojects.com

Education: Texas Lutheran University, Bachelors Degree

Warncke Enterprises – Owner/Principal

www.dustinsprojects.com

Website Design & Maintenance, Outdoor Industry Consulting, Freelance Writing & Marketing Services

- Consulting, website design and marketing material design (brochures, flyers, business cards, etc.) for several small businesses in the outdoor industry and in other small business sectors.
- Outside sales, marketing, and general business consulting with clients such as deer processors, taxidermists, shooting ranges, archery retailers, and more in the outdoor industry.
- Authored three outdoor industry eBooks: *The Outdoor TV Show's Guide to the Industry*, *Urban Bowhunting*, and *The Hunting Ranch, Outfitter, and Guide Service's Marketing Handbook* as well as *The Best of the Outdoors*, a "best of" compilation of reader's favorite articles.

Texas Fish & Game Magazine – Contributing Editor/Fishing Reporter

www.fishgame.com

- In charge of recruiting fishing guides on Texas area lakes and coastal areas for fishing reports and showcasing them in monthly print and digital magazine issues and on website.
- Featured article writer on various subjects.

Big Game Online Magazine (Digital Edition) – Contributing Writer

www.bgionlinemag.com

- Feature article contributor.

Global Outfitters Outdoor University – Contributing Editor

www.globaloutfitters.com

- Feature article/blog contributor for bowfishing and other outdoor industry topics spanning over 28 different blog sites.
- Inside sales and marketing services for outdoor industry companies including e-mail blasts, banner ads, Sporting Deal News, product promotions, and more.

DK Outdoor Adventures – Hunting & Fishing Broker/Outdoor TV Show Platform Development

www.dkoutdooradventures.com

- Team leader and broker of hunting and fishing trips for the DKOA network of outfitters and guide services.
- Consultant, recruiter, and team leader for Web TV platform viewable on virtually all types of computers and mobile devices (www.dkoutdoortv.com).
- Featured TV show host.

The Hunting Channel Online – Affiliate Program Director

www.thehuntingchannelonline.com

- Consulted and advised on the development of the re-launched THCO web-TV platform, viewable on virtually all types of computers and mobile devices.
- Marketing to outdoor TV shows and website affiliates to join the THCO affiliate network for marketing to subscribers and selling products.
- Produced several training videos and marketing tools helping TV shows, bloggers, and other website affiliates to learn how the affiliate program works and how to market on their website, social media, and other outlets to their audience.

Pro-Staff / Officer Positions

DB Hunting Ranch – Pro Staff

www.dbhunting.com

512-635-0641

Internet & Outside Sales and Marketing/Website Developer/Marketing Strategist & Consultant

- Helped grow business from part-time to full-time business with a full staff and year-round operation.
- Outside sales of hunting packages at gun shows, outdoor trade shows, benefit events, and more. Developed several proven internet and retail marketing strategies.
- Designed and re-designed website as the business grew as well as designed custom business cards and brochures.

GarQuest Bowfishing Guide Service – Pro Staff

www.garquest.com

(254) 931-3474

- Helped grow business by maximizing marketing efforts.
- Redesigned and re-launched website.
- Marketed business through written articles, video productions, TV show partnerships and more.

Mac & Prowler TV Show – Pro-Staff, Co-Host

National Cable TV, Regional Broadcast TV, and Web TV Formats

www.macandprowler.com

- Re-launched custom-developed website.
- Outside and Inside sales for sponsorship in product and monetary sponsor levels.
- Marketing for TV show expansion to new broadcast platforms in traditional broadcast and Web TV networks.
- Field testing several outdoor products for sponsor consideration.
- Host of video tech tips and several product reviews.
- Contributed personal hunting videos with professional video production.
- Regular attendee of the annual SHOT SHOW in Las Vegas.
- Writer/article contributor for website.
- Added numerous sponsors to the show line-up in less than 12 months.

Hill Country Bowhunters 3D Archery Club - Former Officer

www.hillcountrybowhunters.com

- Former Youth Hunting/Activities Coordinator
- Filmed, edited, and produced interview with president of the club for TV on the benefit of 3D archery for hunting and promoting youth hunting and outdoor recreational activities.
- Maintained and developed in existing website platform.

VarmintLights.com – Pro-Staff

www.varmintlights.com

Product Consulting/ Advisor

- Collaborated and consulted on development of products, accessories, and retail packaging in new business start-up phase.
- Developed marketing plan to launch the *VRL-1 Hunting Light* into Cabela's online and retail stores.
- Marketed product to outdoor industry businesses and facilitated distribution to retail outlets.
- Filmed, edited, and produced custom video featuring the VRL-1, VRL-X, and Warthog hunting light.

Grim Reaper Broadheads – Pro Staff & Field Staff

www.grimreaperbroadheads.com

- Over 13 Harvests in one calendar year using Grim Reaper 1 ¾" and 2" Razor Tip and Razor Cut Broadheads on whitetail deer and wild hogs.
- Personally outfitted numerous hunters exclusively with Grim Reaper Broadheads in Texas, Michigan, and other states as part of Pro-Staff and Field Staff program.
- Filmed, edited, and produced video testimonials as well as product segments and featured Grim Reaper Broadheads on numerous self-filmed hunting videos.

Other Pro Staff Positions

- Ghost Targets (www.ghosttargets.com)
- Olympic Arms (www.olyarms.com)
- Arrow M Enterprises/Frio Coolers (www.texasicechests.com)
- Gold Tip Archery (www.goldtip.com)
- Nutri-Plot (www.nutriproducts.org)
- Carbon Skin Products (www.carbonskinproducts.com)
- GW Customs (www.gwckydex.com)

Blog: www.WarnckeOutdoors.com

Articles: www.macandprowler.com/Articles.html

YouTube Page: www.youtube.com/dwarncke

Strengths

- Professional Writing and Editing Skills
- Frequent Article/Blog Contributor
- Advanced HTML/WYSWYG/Platform Program Web Design
- Professional Public Speaker/Presenter
- Authority in Several Styles of Hunting, Fishing, and Bowfishing
- Video Production/Editing Skills
- Over 12 years in Straight-Commission Sales and Marketing in Multiple Industries for both Products and Services

