

Justin Brandt

14959 S St Andrew Ave • Olathe, Ks 66061
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Education

B.S. Marketing

Northwest Missouri State University Maryville, Mo

Experience

• Bartender/Manager: The Pub	Sept 08-May-09
• Bartender: A&G Restaurant	May 07-Dec 08
• Head Bartender Elephants Eye/Maxwells	Oct 05-April 07
• Bartender Kelly's Westport Inn	
• Bartender/Manager Baitshack	
• Bartender Joe Sensors	
• Bartender Harpos	

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CORE COMPETENCIES

Strategic Planning & Analysis ♦ Project Management ♦ Market Research ♦ Consumer Insights
Brand Development ♦ Product Development ♦ Sales & Marketing Strategy ♦ Organizational Roadmaps
Inventory Management ♦ Team Management ♦ Sales Management ♦ Competitive Analysis
Market Trends ♦ Communications ♦ Advertisement Design ♦ New Business Development

PROFESSIONAL EXPERIENCES & ACHIEVEMENTS



Conversion Coach Oct 2016-Present



Marketing Campaign Manager/Account Manager Aug 2015-Sept 2016

- ♦ Makes edits to Website, Reviews Keywords for SEM
- ♦ Full understanding of products within the Gold product tier and exhibits product knowledge and digital expertise.
- ♦ Schedules and facilitates Website Content Collection call for website product offering.
- ♦ Reviews and consults on more complex products such as SEM and SEO to clearly define product and process expectations.
- ♦ Schedules and conducts an Onboarding Welcome Call with Client for all digital products

Telephone Marketing Consulate Jan. 2015-Aug 2015

- ♦ Creating content for placement in a wide variety of media
- ♦ Producing concepts and content for website and mobile website
- ♦ Designing and managing their company Facebook page
- ♦ Building SEO campaigns for Google and other search engines
- ♦ Developing advertisement campaigns for online and print Yellow Pages directories
- ♦ Executing direct mail campaigns



Make every connection count.

Sales Consulate I Aug. 2013-Nov. 2014

- ♦ Trained New Employees
- ♦ Generate new business via outbound calls for the VinSolutions suite of products to assigned Dealer prospects
- ♦ Manage and overcome prospect objections in order to secure qualified meetings and close the sale
- ♦ Complete documentation, as outlined in the sales process, within the CRM(salesforce)

- ◆ Utilize CRM to accurately and effectively track activity, and update lead, opportunity information and account information
- ◆ Ensure that monthly reports (sales pipeline, target account development) are satisfactorily completed in a timely fashion
- ◆ Proactively communicate account and sales information to both sales management and sales team

Google fiber, Kansas City, KS (contract)

Field Marketing Rep • Jul. 2012 – March 2013

Produce events, presentations and promotional appearances to increase brand awareness and return on investment (ROI) of each field-marketing strategy.

- ◆ Conduct extensive consumer research to deploy the most effective marketing tactics in each neighborhood.
- ◆ Lead a team of marketing representatives and receive a 40% market share of fiberhoods sold by team members.
- ◆ Develop and deploy instructional materials to enhance employee engagement and productivity and bolster team morale.
- ◆ Initiate and develop relationships with influencers and advocates in local neighborhoods to advance grassroots activation strategy.
- ◆ Strengthen cohesive brand imaging and messaging as well as technical product benefits targeted at the Arts community.
- ◆ Maintain accurate metrics through a consumer relationship (CRM) database and events tracker to facilitate campaign effectiveness reporting.
- ◆ Write copy for social media postings.



GM FAIRFAX ASSEMBLY PLANT, Kansas City, Missouri Area

Technical Service Representative, PPG Coating and Specialty-Division of PPG Industries •

Dec. 2003 – Aug. 2004

Oversaw a \$2.5M program as a member of a Tier 1 Chemical Management Team.

- ◆ Participated in Maintenance and Production meetings addressing customers' daily production concerns.
- ◆ Liaised between GM Management and the UAW Representation to strategically align operational and sales goals.
- ◆ Executed daily physical inventories and correlative usage reports for the entire plant and presented findings to GM Management.
- ◆ Managed the day-to-day treatment of the Paint Shop Detack System, conducting Ph, turbidity, suspended solids, conductivity, total solids, and dissolved solids testing.
- ◆ Invigorated ROI projects with UAW Representative

EDUCATION & TRAINING

Bachelor of Science in Marketing – Northwest Missouri State University



TECHNICAL SKILLS

Microsoft Office Suite, Adobe Creative Suite (InDesign, Dreamweaver), Photoshop, Illustrator, Freehand, Mac PC, Twitter, Facebook, Google+, Chrome, Google Docs, Google Maps, Google Analytics, Google Adwords Certified, SEO, Salesforce