

BRANDON BURKMAN

DIGITAL, INBOUND & CONTENT MARKETER

(512) 925 1518 – brandon.burkman@gmail.com – www.brandonburkman.com

EXPERIENCE **MARKETING SPECIALIST**

SAVAGE BRANDS

January 2016 – July 2016

- Consulted with agency clients on digital marketing & lead generation strategies
- Acted as agency go-to-person for strategies with email marketing, including design, content and CAN-SPAM compliance
- Used digital marketing strategies to grow agency client base
- Assisted in agency website management
- Maintained schedule of social media and other promotional postings

ONLINE MARKETING SPECIALIST

MITRATECH (FORMERLY BRIDGEWAY SOFTWARE)

July 2015 – September 2015

- Integrated Bridgeway Software content with Mitratesch brand guidelines
- Managed project to overhaul company website based on new findings for relevant SEO keywords
- Created company resource hub for online lead generation
- Created campaigns for lead generation that positioned company as a thought leader in the enterprise legal management industry

ONLINE MARKETING SPECIALIST

BRIDGEWAY SOFTWARE, April 2014 – July 2015

- Acted as company's resident expert on marketing automation, using Pardot and Salesforce platforms
- Constructed all aspects of online marketing campaigns, including web forms, landing pages, marketing automation tasks, segmentation, emails and campaign analysis
- Reported on all marketing metrics to marketing, sales, support and executive teams
- Acted as webmaster for corporate website and made all additions, edits and optimizations using intermediate HTML skills with WordPress platform
- Served as marketing liaison to corporate sales team, meeting on a weekly basis to ensure they had all the tools they needed at their disposal
- Created graphics using Adobe Creative Cloud (Photoshop, Illustrator, InDesign) for use on landing pages, blog posts, emails and website banners
- Tracked all inbound marketing activities and passed qualified leads to sales department based on lead activity

MARKETING COORDINATOR

INTELECHY GROUP, February 2013 – April 2014

- Coordinated all email and direct mail campaigns for client to North America, Latin America, and parts of Europe.
- Served as liaison to outside campaign vendors, including direct mail vendor and email service provider
- Managed company social media accounts, wrote for company blog, as well as researched and wrote various content for email marketing campaigns
- Compiled reports on effectiveness of various automated marketing programs

MARKETING COORDINATOR

CHARFEN INSTITUTE, November 2011 – August 2012

- Coordinated all email marketing communications and various marketing projects
- Proofed, constructed, and executed all email marketing communications through Infusionsoft CRM
- Spearheaded overhaul of automated marketing sequences for lead cultivation and geo-targeted live events
- Provided supervision as well as content for social media posting and contributed to company blog
- Responsible for redesigning monthly marketing campaign calendars to reflect cross-functional activities

EMAIL MARKETING COORDINATOR

VIAMETRIC, November 2009 – April 2010

- Coordinated all weekly email marketing campaigns sent through Campaigner and Eloqua email service providers
- Acted as email marketing team liaison to the rest of the company and represented the team in meetings with the executive committee
- Managed team of 5 email associates and their daily tasks

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION

MARKETING MAJOR

University of Houston - 2008

INBOUND CERTIFICATION

HubSpot Academy – 2015

EMAIL MARKETING CERTIFICATION

HubSpot Academy - 2015

PROJECTS**PARDOT CONSULTATION**

XTREME EYELASHES – November 2015

-Helped marketing team by building their Thanksgiving email campaign in Pardot

-Trained team on Pardot functions and best practices

SKILLS**SOFTWARE**

Pardot, Salesforce, HubSpot, Marketo, Eloqua, MailChimp, WordPress, Squarespace, Adobe Creative Cloud, Microsoft Office, iWork