

Nathan Brandt

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Experienced in executing large scale onboardings and implementation of marketing plans with various KPI's for multi-million-dollar corporations. Skilled at managing teams to deliver on a variety of projects and deliverables under strict deadlines. A combination of technical and interpersonal communication skills contributes to positive client relationships and increased customer engagement.

Work Experience

Merkle Inc. | Denver, CO

Senior Account Manager

Oct 2018 – Nov 2019

Account Manager

Sep 2016 – Oct 2018

Associate Account Manager

Aug 2015 – Sep 2016

- Managed a team of 5 direct reports on all projects related to email program including production, strategy, and reporting deliverables for the client, Airbnb
- Acted as primary liaison between client and internal/support teams
- Administered budgets, project schedules, third party relationships and proposals in relation to client
- Established all current processes, standards and campaign procedures used by internal team to execute client email campaigns
- Produced and presented detailed QBRs and monthly reporting on client campaigns and new initiatives
- Managed client customer journeys, automation and segmentation using omni-channel solutions
- Organized client database to maintain audience health and increase organic growth
- Lead interview and onboarding processes for new team members as the head hiring manager of my team

Avinova Media Group | Highlands Ranch, CO

Account Manager/Website Design Lead

Oct 2013 – Aug 2015

- Designed and maintained client websites using multiple platforms
- Managed multiple client accounts across multiple industries
- Administered client's analytics, SEO, social media and Google ad programs
- Organized and ran social media campaigns for large-scale events, managing live tweeting, social walls, and live streaming

Solimar International | Washington D.C.

Project Consultant

May 2013 – June 2013

Marketing Coordinator Intern

Jan 2013 – May 2013

- Created digital marketing campaigns through Inbound Marketing, SEO and social media tactics
- Produced website content for a Bolivian based project and developed site layout
- Assisted in implementing promotional strategies for projects focused on sustainable tourism

(REI) Recreational Equipment, Inc. | Fort Collins, CO

Sales Specialist

Oct 2010 – Jan 2013

- Used knowledge of REI products and services to effectively sell products, memberships, and services. Displayed proficiency in a variety of departments

Skills / Abilities

General: Integrated Marketing, Content Marketing, Destination Marketing, E-Commerce, DMP, Lead Nurturing, Brand Strategy and Budget Management

Email Marketing: Salesforce Marketing Cloud & Journey Builder, Marketo, Pardot, MailChimp, Taxi for Email, Movable Ink and Constant Contact

CRM and Project Management: Salesforce, Slack, Asana, Wrike, Workfront, TaskRay, Basecamp, Dropbox, Insightly and Redbooth

CMS and Website Design: Squarespace, WordPress, Wix, Light CMS and Joomla. Basic HTML/CSS skills

Ad Programming: Certified in Google Adwords and Display Marketing

Analytics: Tableau, Google Analytics and Moz Analytics

SEO: MOZ/MOZ Local and Inbound Marketing Certified from the HubSpot Academy

Adobe CC: Photoshop and InDesign

Education

Colorado State University

Fort Collins, CO

Graduated: December 2012

Bachelor of Science: Natural Resource Recreation & Tourism

Minor: Business Marketing