

Brandon Leon, Marketing Manager

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LINKS	Marketing Expertise , Portfolio , Reviews , Linkedin , Philanthropy	
PROFILE	<p>Accomplished marketer with expertise across SaaS, CPG, and B2B domains, specializing in automotive, industrial manufacturing, and construction sectors. Directed a high-performing team that excelled in innovating marketing strategies.</p> <p>Key strengths: strategic planning and implementation, business analysis and development, product commercialization strategies; proficient PR and social media management; product marketing and life cycle management expertise; workflow streamlining and project management; proficiency in Salesforce, Salesforce Marketing Cloud, HubSpot, Mailchimp, and Asana.</p>	
EMPLOYMENT HISTORY		
Aug 2024 — Present	Senior Marketing Manager, BEMS	Chicago
<p>Appointed to head the marketing team, where I played a crucial role in accelerating the company's growth and enhancing brand visibility through creative marketing strategies and initiatives.</p> <p><u>Notable Contributions:</u></p> <ul style="list-style-type: none">• Built a network of 12+ designers, creating 50+ content pieces that boosted brand visibility by 40%.• Led a team of 10+, increasing campaign effectiveness by 35% and customer acquisition by 20%.• Managed 15+ online campaigns, raising customer engagement by 40% and product adoption by 25% in six months.		
Jan 2024 — Aug 2024	Marketing Manager, BEMS	Chicago
<p>Hired to lead the marketing team and played a pivotal role in driving the company's growth and brand recognition through innovative marketing strategies and initiatives.</p> <p><u>Notable Contributions:</u></p> <ul style="list-style-type: none">• Spearheaded the development of the company website and meticulously crafted social media platforms, implementing a robust strategy to propel exponential growth.• Set the gold standard for brand identity by establishing the definitive brand standards for BEMS.• Directed and coordinated a dynamic team of six diverse creatives, ensuring seamless collaboration and stellar outcomes.		
Nov 2023 — Jan 2024	Marketing and Communications Manager, The Hill Group	Franklin Park
<p>As the Marketing and Communications Manager, I reported directly to the HR department. My role involves devising and executing strategies to communicate key messages to internal and external audiences effectively. Working closely with executive leadership, I am tasked with charting our company's marketing direction, adapting to evolving market dynamics, and ensuring competitiveness in a dynamic landscape. As the departmental leader, I provide guidance on effective marketing practices and strategies for internal communications.</p> <p><u>Notable Contributions:</u></p> <ul style="list-style-type: none">• Spearheaded the establishment of a robust Marketing Infrastructure, significantly enhancing the department's capabilities at the Hill Group.• Achieved an outstanding 82% surge in productivity throughout 2023.		
Jun 2021 — May 2023	Product Marketing Manager, IAA	Chicago
<p>Hired to build and support marketing programs for IAA and DDI. The job objectives were to support newsletters, state launches, and product launches across different channels and segments. While at both companies, I worked with various marketing teams, other internal stakeholders, external agencies, and vendors to develop business cases, campaigns, and marketing programs. These programs were then evaluated for their impact from start to finish, which resulted in driving collaboration with the stakeholders and leveraging the right internal processes.</p> <p><u>Notable Contributions:</u></p>		

- Managed and created robust marketing campaigns that utilized multi-channel avenues, such as email, Google Ads, landing pages, and social media.
- Increased the DDI LinkedIn followers by 317%.
- Managed both IAA and DDI newsletters from 2021 to 2023.
- Achieved a 22% open rate on monthly newsletters.
- Increased the SEO of the DDI website
- Managed state launches as well as product launches for DDI.

Jan 2018 — Jun 2021

Website & Marketing Manager, Dicronite Southwest

Los Angeles

Hired on to build and support an aligned messaging strategy improve overall user experience. Interface with management and stakeholders to understand the intended audience and desired image. Develop marketing content, social media accounts (LinkedIn, Facebook, Twitter. Ensure website’s compliance with all laws and regulations from the Department of Defense.

Notable Contributions:

- Rebuilt website in WordPress to increase engagement, visit times, and overall ROI.
- Increased the average visitor time by 15%.
- Obtained a website bounce rate of 40%
- Achieved 1,000 visitors per month and obtained a 3.5% engagement rate.
- Managed social media profiles to boost audience engagement, funneling to net audience, and increase click returns.

Jan 2017 — Dec 2018

Digital Marketing Manager, Eco Refill Systems

San Francisco

Focused on working with the owner to build the groundwork for consistent and impactful marketing messaging. Developed and implemented a communications and publicity strategy that leveraged the power of digital marketing, SEO, and content marketing for widespread audience engagement. Utilized Google Analytics to assess and adjust campaigns.

Notable Contributions:

- Increased the website traffic by 40% through brand recognition and keyword strategies.
- Boosted the overall digital footprint for the company, increasing sales revenue and contacts.
- Introduced videos and photographs to social media (e.g., Climate Friendly Cuisine Conference attendance) to enhance audience engagement and branding.

EDUCATION

Jan 2021

Master’s Degree, Communication & Media Studies, California State University

East Bay

Jan 2015

Bachelor's Degree, European History,, California State University

East Bay

SKILLS

Strategic Planning	Expert	Social Media Marketing	Expert
Market Research	Expert	Newsletters	Expert
Brand Management	Expert	Corporate Headshots	Expert
Digital Marketing	Expert	Corporate Event Photography	Expert
Campaign Management	Expert	Website Development	Expert
Leadership	Expert	Marketing Platforms	Expert
Communication	Expert	Press Release	Expert
Analytical Proficiency	Expert	Thought Leadership	Expert
Budget Management	Expert	Dashboards	Expert
Relationship Building	Expert	Video Production	Expert
Campaign Management	Expert	Marketing Collateral	Expert
ROI Optimization	Expert	Trade-Shows	Expert
Brand Management	Expert	Google Ads	Expert
Content Creation	Expert	LinkedIn Product Pages	Expert

Corporate Communications	Expert	AI Marketing Tools	Expert
Digital Marketing	Expert	A/B Testing	Expert
Email Marketing	Expert	Print Advertising	Expert
Graphic Design Management	Expert	Copywriter	Expert
Product Marketing	Expert	Marketing Infrastructure	Expert
Project Management	Expert		

LANGUAGES	English	Tagalog
	Spanish	

HOBBIES	Join AIDS/LifeCycle: 7-day, 545-mile bike ride from SF to LA. Raises HIV/AIDS awareness, funds testing, care, & more. Over \$200M raised since 1993.
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