

BRANDON BARELMANN

BRANDONBARELMANN@GMAIL.COM

KANSAS CITY, MO

816.654.5966

PROFESSIONAL EXPERIENCE

RESUME

SUMMARY

Creative thinker specializing in B2B2C digital strategy. Constantly working to become a better problem solver by coming up with the right mix of web, SEO, social, and email to create the absolute best content strategies out there. Fluent in the world of graphic designs, photography and videography. Lets create something together.

CERTIFICATIONS

Google Analytics
Google Ads Search
Google Ads Video

FORMERLY:
HubSpot

RELATED SKILLS

Adobe Creative Suite
Google Analytics
Google Ads
Facebook Ads
Wordpress, Wix, Squarespace
Any CRM You Can Think Of

AWARDS

7th Annual Bloch School CASE
Competition - First Place

Block School of Management
Market Competition - First Place

EDUCATION

University of Missouri - Kansas City
Henry W. Bloch School of Management

Bachelor of Business Administration
Marketing Emphasis

BUILDER DESIGNS

January 2018 - Present | Olathe, KS

Senior Marketing Strategist

FORMERLY: Social Media Coordinator, Account Manager, Data Analyst

Assists account managers with broad digital strategy and implementation for our homebuilder marketing and web clients.

- Create and present over 25 monthly analytics reports
- Assist with the creation of monthly content calendars
- Consult with CRM best practices for clients
- Co-host Builder Buzz Podcast (Formerly Drive Time Marketing)
- Create and manage Facebook ads for 20+ clients
- Manage company YouTube channel
- Produce internal marketing and thought leadership videos

AD ASTRA DIGITAL

January 2019 - Present | Kansas City, Missouri

Owner

Every so often I'm approached to do contract work. I funnel all freelance under Ad Astra Digital. These are a few of the most recent projects.

- Created eCommerce platform for an ammunition reseller
- Creative marketer for a wealth management company in South Florida and Seattle, WA.
- Built website for a local KC concrete artist

XCELIGENT, INC

July 2016 - December 2017 | Ocerland Park, KC

Digital and Inbound Marketing Strategist

Inbound marketing and digital marketing strategist for one of the nation's largest providers of commercial real estate data and technology.

- Created and implemented paid and organic social media campaigns
- Grew social media following on Facebook, Twitter, and LinkedIn by 27%
- Gathered and calculated KIPs for monthly data reports
- Managed Inbound Marketing channels such as blog posts, CTAs, automated marketing workflows and landing pages in HubSpot.
- Managed company WordPress website.

CYCLING KANSAS CITY (FORMERLY KCMBC)

October 2015 - July 2017 | Kansas City, MO

Marketing Coordinator & Graphic Designer

Primary creative artist for marketing collateral and social media coordinator for the premiere cycling club in Kansas City.