

BRANDON PAPPAS

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Strategic and top-performing Vice President of Marketing and Communications with over 15 years of experience championing cohesive teams and driving innovation in marketing and digital marketing across diverse industries. Achieved consistent results as a driven team leader and project manager, identifying opportunities to enhance marketing reach and profitability as a passionate expert dedicated to maximizing customer engagement and brand awareness. Developed a reputation for building and overseeing full-scale marketing campaigns and making necessary adjustments based on industry trends.

VALUE OFFERED

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| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> Deadline Management | <input type="checkbox"/> Digital Design & Execution |
| <input type="checkbox"/> Cross-Functional Teamwork | <input type="checkbox"/> Industry Competition & Analysis | <input type="checkbox"/> Strategy Development |
| <input type="checkbox"/> Leadership & Mentorship | <input type="checkbox"/> Prioritized Goals & Objectives | <input type="checkbox"/> Departmental Buy-In |

CAREER HIGHLIGHTS

LINCOLN INDUSTRIES, Lincoln, NE, 2024 – Present

North America's largest independently owned plating and finishing provider generating \$1.2B in annual new sales

Director of Marketing and Communications

Spearhead efforts to build brand awareness and drive revenue growth across multiple brands and product lines. Identify the brand's target audience and develop cutting-edge marketing strategies aligned to grow overall business goals while maximizing the marketing budget. Create education programs for key executives on consumer psychology focusing on data-driven change management. Refine marketing strategy to enhance customer satisfaction and brand preference by closely tracking key performance indicators (KPIs) and conducting thorough market research.

- **Created brand standards, audience profiles, and go-to-market strategies for automotive aftermarket brands.**
- Set up business intelligence reporting to show B2B and B2C audience behavior and effectiveness of targeting.
- Created centralized brand standards, reduced marketing costs by 80%, and increased reach and awareness by 230%.

GREATER OMAHA CHAMBER, Omaha, NE, 2023 - 2024

Vice President of Marketing and Communications

Lead efforts to boost brand recognition and drive revenue growth with a focus on data-driven insights. Develop marketing strategies that effectively engage target audiences while aligning with overall business goals by tracking trends and monitoring consumer behavior. Maximize the brand's visibility across multiple online and offline platforms. Motivate high-performing teams and encourage collaboration across departments to ensure the execution of integrated marketing campaigns. Monitor KPIs and conduct thorough market research to refine the marketing approach continuously.

- **Created marketing strategy and membership retention strategy.**
- Monitored brand reputation in media and wrote editorial and press release content. Coordinated media outreach and inquiries.
- Reduced marketing cost by 70% and **grew organic reach by 150%.**

VALMONT INDUSTRIES, Omaha, NE, 2019 - 2023

A global manufacturing leader generating over \$3.5B in annual net sales across 22 countries.

Senior Marketing Manager

Hired to create and execute the marketing strategy for a solar company acquisition as the only marketing employee within the \$1.4B Utility division. Manage all strategic details, including tactical implementation and measurement of results. Collaborate with leaders from all departments to ensure consistent messaging and establish marketing KPIs to determine tactical effectiveness within the marketing plan. Create content for social media, email marketing, B2B, and B2C messaging.

- **Introduced digital marketing best practices** to the division, including ABM marketing, digital retargeting campaigns, paid search, press releases, and industry press management.
- Worked with **20 Marketing Managers on six continents** and created an **NPS System** and **CRM integration**.
- Reduced advertising cost by 40% and **improved organic search rankings (500%)** and Google Page Speed (85%).
- Created and tracked KPI data to report to departments and **established a thought leadership campaign with industry press.**

CAREER HIGHLIGHTS CONTINUED

RIGHT AT HOME, Omaha, NE, 2012 - 2019

The corporate headquarters for the second largest home care provider in the world.

Director of Online Marketing

Introduced online marketing concepts to a corporation with no existing digital footprint. Built the strategy from the ground up and managed all stages of implementation, including online presence establishment with organic and paid search maintenance (SEO/PPC), digital display, retargeting campaigns, and drip/sequencing campaigns. Assisted in creating a brand fund, which allowed for digital marketing management for the system. Executed social media campaigns, content/editorial calendars, blog creation and management, and online reputation management. Developed marketing assets and worked with an agency of record for audience persona building for national traditional media campaigns.

- Hired, trained, and managed the operations of **10 Online Marketing Specialists** who executed digital strategies.
- Created a successful plan to implement strategies and tactics in **800+ franchise offices** and optimized the performance of **1.4K websites** across eight countries.
- Received recognition from Google as an **expert in multi-location business leadership** with an **invitation to present at Google Headquarters on API integration** for Google Maps/Google My Business.
- Served as a distinguished speaker at a **Frantech conference**.
- **Grew online leads by 410%** and created a **successful SaaS reporting system** to view campaign performance.
- Controlled a **\$14M annual digital marketing budget**.

UNITED STATES SENATE - OFFICE OF BEN NELSON, Omaha, NE, 2010 - 2012

Director of Communication & Online Media

Served as the only team member to target local and national audiences online, which required coordination with businesses, organizations, fellow Senator's offices, and executive branches of government. Managed and monitored Senator Nelson's online reputation and awareness to ensure consistency across platforms.

- **Wrote press releases and speeches for critical events** and published them online in addition to blogs and video content, efforts which **sharpened skill set in crisis communications**.
- **Grew and maintained subscribers** to the Senator's YouTube Channel and filmed and edited pertinent videos.
- Developed a **social media content strategy** and directly created and maintained the content on all social media channels, including **diligent and efficient management of comments and questions**.
- **Expanded the online audience by 300%** and improved the sentiment and favorability among constituents by 24%.
- **Named #11 most Influential Twitter in politics** by FastCompany Magazine and the 2010 Gold Mouse Award winner.

ACADEMIC BACKGROUND & TECHNICAL SKILLS

Master's Degree in Strategic Communication, WASHINGTON STATE UNIVERSITY, Pullman, WA

Bachelor's Degree in Web Technologies, BELLEVUE UNIVERSITY, Omaha, NE

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| ❑ Adobe CC Suite | ❑ HTML/CSS/PHP/MySQL | ❑ Video Editing |
| ❑ PowerBI/Tableau | ❑ Microsoft Office | ❑ SEO, SEM |
| ❑ Project Management | ❑ Google Adwords | ❑ Live Video Streaming |
| ❑ Google Analytics/Search Console | ❑ Project Management (Jira, Trello, Slack, Monday) | ❑ CMS (WordPress, Sitecore, Sitefinity, Drupal) |
| | | ❑ Microsoft Office (Word, Excel, PowerPoint) |

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT

City Sprouts Non-Profit, *Board Member* | Elkhorn Athletic Association | Fremont Hockey Club | PSN Live Online Sports Streaming