

# BRADEE BIRKHIMER

MARKETING DIRECTOR



Costa Mesa, CA



916.955.9499



BradeeBirkhimer@Gmail.com

## EDUCATION

### Bachelor Degree

University of Washington | Seattle  
2008 - 2011

## EXPERTISE

PROGRAMMATIC RE-TARGETING, DISPLAY

SAAS, SEARCH, SEO / SEM, PPC

B2B & B2C DATA ANALYSIS & ANALYTICS

PRINT, DIGITAL, SOCIAL COPY WRITING

CLIENT ACQUISITION

LEAD GENERATION

UX / UI DESIGN WORDPRESS

XHTML, CSS, PHP, SQL

VIRTUAL & LARGE SCALE EVENT PLANNING

CAMPAIGN CREATION AND BUDGETING

## CORE COMPETENCY

Omni Channel Campaign Design  
Complex Product Development & Launch  
Project Management and Measurement  
Effective Leadership and Communication  
Analytical Critical Thinker  
Entrepreneurial Mind Set  
Detail Oriented and Organized  
Collaborative, Adaptable & Personable  
Client Focused Design  
Event Management and Coordination  
Corporate and Product Branding  
Actionable Market Segment Research

## PROFILE

Goal-busting marketing executive with over a 10-year track record of delivering impressive bottom-line results and revenue generation. A progressive expert in the development, growth, and leadership of successful sales and marketing personnel. I am highly skilled in analyzing existing operations, creating and implementing effective systems, strategies, and processes to optimize performance and results. I am ambitious, competent, and poised, with the right mix of business strategy, creativity, leadership, work ethic, and operations to assure success.

## PROFESSIONAL EXPERIENCE

### Marketing Director

Wilshire Finance Partners | Newport Beach, CA | 2018 - Current

Responsible for the creation, development, implementation, delivery, budgeting, and management of a strategic and consistent, omni channel marketing and brand strategy and experience for the organization and its subsidiaries.

- Developed overall marketing program and achieved profit margin and sales objectives totaling over \$132 million annually.
- Exponentially increased lead generation and monthly sales revenue, surpassing 150% growth for the department after 6 months.
- Redeveloped brand and created a strategy focused on efficient and personalized customer care.
- Created both short- and long-term content strategy tactics while increasing brand awareness and clarifying the personalized brand voice.
- Created, edited and published digital and video content that delivered consistency across multiple channels.
- Implemented and customized Salesforce and Pardot CRM increasing production and full cycle sales funnel conversion by 70%
- Created customer focused user portal integrated with CRM increasing sales cycle productivity by 60%.
- Grew targeted customer base over 60% and increased revenue 50% by creating & implementing segmented and targeted approach.
- Developed and launched 6 new products and two subdivision companies.
- Led, trained and mentored team of 5 while creating a collaborative and inspiring work culture.
- Managed social media & digital strategies across channels.
- Created cross channel attribution model and increased conversion rates 42% in the last 12 months.

---

## PROFICIENT IN

MARKETO  
SALESFORCE  
PARDOT  
HUB SPOT  
MAIL CHIMP  
ZAPIER  
MICROSOFT DYNAMICS 365  
MICROSOFT OFFICE SUITE  
GOOGLE MARKETING PLATFORM  
ADROLL MARKETING PLATFORM  
TABLEAU  
WORDPRESS  
QUICKBOOKS  
ADOBE CREATIVE CLOUD

---

## CERTIFICATIONS

Hub Spot  
Google Analytics  
California Notary Republic  
AP Certified Loan Signing Agent  
Salesforce & Pardot Administration



Costa Mesa, CA



916.955.9499



BradeeBirkhimer@Gmail.com

---

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Digital Marketing Manager

5 Arch Funding / Redwood Trust | Irvine, CA | 2018 - 2019

Responsible for creation and implementation of strategic corporate digital marketing functions with a budget of \$3M, including overseeing a sales team of 20, brand management product launch, digital and print advertising, marketing collateral and national events.

- Creation, initiation, planning, design, execution, monitoring, controlling of successful omnichannel digital marketing plan.
- Managed new product and program development across all integrated channels.
- Developed integrated campaigns and the segmented market analysis associated with results.
- Achieved financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions
- Audited, consolidated and negotiated vendor contracts and inventory, eliminating excess cost.
- Coordinated and managed inter-departmental efforts between, vendors, third party associates and executives.
- Overall management of third party resources that supported the corporation.

### Marketing Director

Tax Deferred Solutions | Newport Beach, CA | 2011 - 2017

Established companies marketing team, created overall marketing program. Championed educational division, inbound and outbound marketing strategies to create strategic relationships, lead generation and brand awareness.

---

## REFERENCES

### Emma DeRock

Outreach Manager, BA Enterprises

P: 916.425.5435

E: Endajg@Comcast.net

### Danielle Rodgers

Director of Corporate Services

P: 239.322.4043

E: DRodgers@Wilshirefp.com

### Bethany Guajardo

Owner, Team Beth Marketing

P: 949.228.5555

E: Bethany.Guajardo@Gmail.com

### Jason Altunian

VP. of Sales, Partners Capital Group

P: 415.640.1937

E: JAltunian@Gmail.com

---

## INTERESTS



Art



Outdoors



Traveling



Music