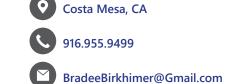
BRADEE BIRKHIMER

MARKETING DIRECTOR



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 Analycs
California Notary Republic
AP Certified Loan Signing Agent
Salesforce & Pardot Administration

O Costa Mesa, CA





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 band awareness.

REFERENCES

Emma DeRock

Outreach Manager, BA Enterprises

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Danielle Rodgers

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INTERESTS









Outdoors

Traveling

Music