

# BRANDON VEZMAR

MARKETING AND COMMUNICATIONS PROFESSIONAL

B | V

219.951.6430



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Austin, TX



## PORTFOLIO

BrandonVezmar.com

## EDUCATION

### BACHELOR OF ARTS

Cultural Studies

Columbia College Chicago

2006

## CERTIFICATIONS

Google Analytics Individual Qualification

Google Ads Certification

## EXPERTISE

Digital, Print, Audio, Video & Experiential Marketing

Omnichannel Content Strategy

Search Marketing (SEM & SEO)

Analytics

Marketing Automation (MA)

Customer Relationship Management (CRM)

Internal, Corporate & Executive Communications

## PROFESSIONAL PROFILE

- Experienced professional with over 12 years of agency- and client-side experience in marketing and communications.
- Effective marketing leader and producer of digital, print, audio, video & experiential marketing content.
- Trusted facilitator and producer of internal, corporate and executive communications.
- Respected, results-oriented collaborator.

## WORK EXPERIENCE

### MARKETING AND COMMUNICATIONS CONSULTANT

#### The Messaging Company/Jan 2015 – Present

Self-owned and managed, The Messaging Company is a full-service communications consultancy and marketing firm providing expert guidance on, and development and execution of, marketing and communications strategies for clients throughout the business and political spheres. Solutions are customized to the clients' needs and implemented by a team assembled to meet them within the specified budget.

- Extensive experience across industries. Tech, business, legal, tourism, legislation, candidates, festivals and more.
- Cutting edge marketing specialist. Expert in the technical, conceptual and content development of marketing campaigns. Experienced in project management, graphic and web design, digital film production, social media and media services. Focus on providing results-oriented project leadership and skilled execution.
- Seasoned communications professional. Consensus-driven, worked with diverse stakeholders to develop, manage and execute communication efforts in support of key priorities.
- Attention-commanding public speaker. Delivered testimony before legislatures communicating stakeholder support for legislation.
- Diverse client roster including USA Today Most Beautiful Town Sandpoint, Idaho, Cold Roses music festival, Oprah Top 10 cultural festival PierogiFest and nonprofit organizations.

### PRODUCT MARKETING MANAGER

#### Land.com/Sept 2022 – Jan 2023

Land.com, a CoStar property, is the premier marketplace for discovering, buying and selling rural real estate. Every month the Land.com Network connects over 12 million people searching for land for sale with listings from industry leading real estate agents.

- Spearheaded development of updated redesign of digital and print marketing brochures.
- Led production of new YouTube bumper ad videos.
- Managed launch of first LinkedIn marketing initiative including ad development and analytics tracking and reporting.
- Integrated ad testing methodologies into existing research frameworks.
- Worked with high profile clients to develop testimonials for digital ad campaigns

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## EXPERTISE

Client Relations

Graphic Design

Web Development

Social Media

Digital Video Production

Copywriting

Presentations

## TECHNICAL SKILLS

Analytics Tools including Google Analytics & IBM Digital Analytics

Ad Management Tools including Airtory, Google Ads & Tune/Branch

DSP & DMP including theTradeDesk & MediaMath

Marketing Automation (MA) Tools including Hubspot, Marketo, Oracle Eloqua & Salesforce Pardot

SEO Tools including BrightEdge

Web Design including Web User Interface Design & HTML/CSS

Social Media Platforms and Publishing Tools including HootSuite & Sprout Social

Graphic Design Software including Adobe Creative Suite, Adobe After Effects & Corel

Video Editing Software including Final Cut Pro & Adobe Premier

Presentation Design Software including Powerpoint, Keynote, Prezi & SlideDog

Cloud-Based Collaboration Tools including Slack and Basecamp

## WORK EXPERIENCE continued

### MARKETING COMMUNICATIONS CONSULTANT – NEW PRODUCTS

#### Charles Schwab/Oct 2020 – Jan 2021

- Executed multiple tactics to support product marketing, including working with creative agencies and development teams on Schwab.com landing page experiences, collaboration with Editorial to develop content, commissioning user research, and other tactics.
- Worked in new products division to quickly ramp up marketing for 2 key offerings to align with product development timelines and workflows.
- Conducted review of over 30 brochures utilized in physical branches and by thousands of Schwab financial professionals to produce recommendations for improving materials and producing cost savings by reformatting, condensing, combining or eliminating content.

### COMMUNICATIONS CONSULTANT – INTERNAL & EXECUTIVE COMMUNICATIONS

#### VMware/Aug 2018 – Feb 2019

- Curated, edited & distributed weekly Sales-specific flagship internal email newsletter from Americas SVP office to over 3,000 employees throughout the Americas, improving open rate from low-50% to mid-60% in 6 months while facilitating deeper engagement.
- Developed and distributed additional communications from Americas SVP and GM's office to Americas management and staff on a weekly basis.
- Developed internal microsites promoting sales initiatives and maintained archive of Americas-specific sales communications.
- Leveraged software tools and developed employee surveys to analyze and improve engagement with communications content.

### MARKETING MANAGER – VOLUNTEER

#### South Shore Security Now/Aug 2016-Aug 2018

Developed to provide community-driven proposals to improve public safety on one of the nation's largest commuter rail lines, the Chicagoland South Shore Line.

- Broad skill base. Developed and designed all website and print marketing materials; responsible for all press outreach and coalition building; leveraged a successful petition drive; singular liaison to railway throughout community feedback discussions.

### MARKETING AND COMMUNICATIONS CONSULTANT

#### Vezmar Media Group/Apr 2012 – Jan 2015

Vezmar Media Group is a full-service marketing and media services firm. Provided client recruitment and hands-on creative and production leadership and execution. Worked with clients to develop custom marketing solutions and assembled and managed project-specific creative teams.

- Broad client base. Participated on projects marketing resort destination tourism, municipal business recruitment efforts, major music events featuring performance artists such as Common, cultural festivals, political candidates and government initiatives.
- Secured valuable clients such as Taylor Swift Mix Me In app, industry-leading coffee roasting equipment manufacturer Diedrich Manufacturing and major league baseball equipment provider CustomGlove.com.