

BRANDON RIDLEY

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SUMMARY

Marketing Director with over ten years of experience in strategic marketing and event management, specializing in creating and executing large-scale experiential programs. Proven track record in managing multi-million dollar budgets, leading cross-functional teams, and delivering high-impact initiatives. Passionate about driving brand growth and creating memorable experiences. Excited to bring expertise in strategic planning, client relationship management, and operational oversight to your organization.

WORK EXPERIENCE

Marketing Director, JM Eagle & Plastpro

March 2022 - August 2024

- Strategic Leadership:** Led marketing efforts for both companies, contributing to an increase in brand growth, a significant boost in exposure, and an increase in revenue.
- Event Management:** Directed major tradeshows and events, including the JM Eagle LA Championship, which increased brand visibility by 40% and led to a revenue uptick through effective sponsor management.
- Commercial Production:** Produced 6 commercials actively shown on The Golf Channel, further enhancing brand visibility and audience engagement.
- Marketing Strategy:** Developed and implemented comprehensive digital and print campaigns for both B2B and B2C markets, resulting in a 35% increase in brand awareness and a 20% boost in sales.
- Budgeting:** Managed marketing budgets exceeding \$12M, optimizing ROI by 25% through strategic allocation and cost-effective management.
- Digital Marketing:** Led SEO/SEM, PPC, social media, and e-commerce strategies, achieving top-tier website rankings and a 50% increase in web traffic.
- Data-Driven Insights:** Provided monthly performance reports to the CEO, driving continuous strategy improvements and a 15% increase in campaign effectiveness.
- Team Leadership:** Created a collaborative and innovative team environment, enhancing productivity by 20% and boosting creativity, which led to more effective marketing campaigns.

CMO and Marketing Strategist, Ridley Solutions

May 2016 - March 2022

- Web Development & E-commerce:** Led the development of user-friendly, visually appealing websites optimized for conversions. Applied extensive knowledge in UI design, cross-browser compatibility, HTML, and CSS to enhance functionality and aesthetic appeal.
- E-commerce Platform Expertise:** Oversaw a diverse e-commerce portfolio including platforms like Amazon, Shopify, eBay, and others. Drove significant growth in both B2B and B2C markets through expert management and strategy implementation.
- Data-Driven Marketing:** Used analytical skills to extract actionable insights from data, fine-tuning marketing strategies for improved customer engagement and results.

- **Project Management:** Demonstrated exceptional project management capabilities, ensuring projects were delivered on time and exceeded client expectations through effective multitasking and organization.
- **Adaptive Industry Solutions:** Provided customized solutions across various sectors including food and beverage, automotive electronics, and home décor, showcasing versatility and a keen understanding of unique industry challenges.

Product Development Engineer, Ridley Engineering

2010 - 2021

- **Innovative Product Development:** Spearheaded the design and development of the RidleyBox, a sophisticated power systems tool, from conceptualization to testing, highlighting my proficiency in delivering complex, industry-specific solutions.
- **Quality Control and Compliance:** Developed precise manufacturing specifications and conducted extensive design analyses, ensuring product adherence to industry standards and enhancing our market reputation for quality.
- **IT Management:** As IT Manager, led the overhaul of IT infrastructure, optimizing network administration and installation processes, resulting in significantly improved operational efficiency and effectiveness.
- **Technical Skill and Versatility:** Demonstrated extensive knowledge and application of computer hardware and software across product development and IT management, showcasing adaptability and a broad impact on business operations.

EDUCATION

Oxford Brookes University

- Computing and Systems Development

KEY SKILLS

- Strategic Planning and Execution
- Client Relationship Management
- Experiential Marketing
- Leadership and Team Management
- Digital Marketing
- Data Analysis and Metrics
- Customer insights
- Relationship Management
- Problem-Solving and Decision-Making
- AI
- Creative Development
- Innovation
- Communication
- Project Management
- Event Planning
- Event Logistics and Operations
- Budgeting management and reconciliation
- B2B
- B2C
- Fluent in English and French