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| **Spencer S. Bramson**  Senior B2C Specialist | +1 847.767.6191 // [iam@ssbramson.com](mailto:iam@ssbramson.com)  [www.ssbramson.com](https://www.ssbramson.com/) // [linkedin.ssbramson.com](https://www.linkedin.com/in/ssbramson)  Grant Ave., San Francisco, CA 94133 |

Award-winning product innovator specialized in consumer technologies and packaged goods. Past clientele includes Milky Way, Kendrick Lamar, Spotify, Google, Blackberry, Procter & Gamble, Thomson Reuters, Playtex Tampons, and Ford Motors.

**Core Competencies**

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| • Data-Driven Decision Making | • Key Partnership Development | • Product / Feature Launch Planning |
| • Client Acquisition & Retention | • Corporate Branding & Messaging | • Contingency & Crisis Planning |
| • Data Gathering & Analysis | • Product & Project Management | • Risk Assessment / Impact Planning |
| • Market Positioning & Growth | • Internal Recruitment & Retention | • Product Budgeting & Forecasting |

**PROFESSIONAL EXPERIENCE**

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| **Consumer Technology Product Specialist** | *June 2015 – Dec. 2018* |

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Management consulting firm focused on implementing and executing custom-tailored initiatives for high-growth consumer technology organizations, working with C-Suite executives, upper management, and investors.

**Key Achievements**

* Restructured, implemented, and trained client's operations, marketing, technology, and administrative departments to increase overall corporate efficiency and KPI tracking using applications including HubSpot, Zendesk, Intercom, Zapier, Slack, Lucky Orange, Twilio, Jira, Aha-io, Slack, Zapier, StatusPage, Pingdom, Klipfolio, MailChimp, among many others.
* Managed the day-to-day of the client's consumer-facing departments, creating and executing marketing initiatives and trade show experiences and vetting and securing service providers, user interface, and customer relationship management systems.

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| **Marketing and Revenue Officer** | *Sept. 2011 – Apr. 2015* |

*influencers@*

Founder of a boutique marketing agency connecting consumer technology and packaged goods with influential 18 to 30-year-olds by creating experiences that increase brand awareness, customer retention, and product loyalty.

**Key Achievements**

* Oversaw the agency's primary services, including influencer partnerships, evangelist conversion, guerrilla marketing, market research, curating and managing social communities, conversation monitoring, event staffing, experimental experiences, and pop-up events.
* Within the first twelve months of operation, secured $500,000 in client contracts and maintained a monthly profit margin of over 70% per client.
* Grew the agency to an in-house staff of 22 full-time employees and over 200 independent contractors throughout the United States, without outside investors.
* Created and implemented the on-campus experience for the Verge Campus Tour featuring Kendrick Lamar and Steve Aoki, which resulted in millions of organic impressions and over 250,000 in-person students engaged for the tour's sponsors.

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| **Data and Experience Officer** | *Sept. 2012 – Apr. 2015* |

*ChatterMob*

Subsidiary of influencers@, ChatterMob is self-service market research software providing businesses with an affordable alternative to gain reliable and accurate data and insights by asking customized survey-styled questions of specific targeted demographics.

**Key Achievements**

* Implementing the brand's identity and messaging, user acquisition and retention, developing strategic partnerships, user experience, and business development.
* Spearheaded the product launch strategy, resulting in 5,000,000 questions answered, 70,000 organic sign-ups, and 81% user retention.

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| **Operations Officer** | *May 2009 – July 2011* |

*Buzz U.*

Co-founder of a marketing agency for consumer-packaged brands that want to extend their reach online and on-campus by targeting the most connected student leaders and harnessing peer-to-peer credibility.

**Key Achievements**

* Pioneered the strategy for Fortune 100 consumer-package brands by minimizing free product samples that do not enhance consumer engagement and return on investment, resulting in significant savings for the client's marketing budget.
* Recruited over 1,500 influential female students to prepare for the release of Playtex's Gentle Glide 360 ̊and launched the product into that community, garnering immediate results.
* Developed a community in nine months with over 50,000 "ROCKSTARS on CAMPUS" students and converted over 3,000 students into Rockstar Energy Drink representatives.

**Professional Certifications**

* Inbound Marketing (*HubSpot*)
* Frontend Web Development, Nanodegree (*Google in partnership with Udacity*)
* Social Media Customer Management & Care (*Word of Mouth Marketing Association*)
* Word of Mouth and Social Media Management (*Word of Mouth Marketing Association*)
* Product Owner (*Scrum Training Institute*)
* Scrum Master (*Scrum Training Institute*)
* Equities (*Bloomberg*)

**Awards and Acknowledgements**

* Rising Business Start (*Boston Business Journal*)
* Future Leaders under 30 Group (*Massachusetts Innovation & Technology Exchange*)
* MITX All-Star Award (*Massachusetts Innovation & Technology Exchange*)
* Most “Likeable” Entrepreneur Award (*Likeable Media*)
* Future Forward Award (*Future Forward Association*)