

BRETT KAUFMAN

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Marketing, mobile, and eCommerce professional known for accuracy, attention to detail, and timeliness in managing a variety of industries. Career spans experience in web 2.0, consumer electronics, lead generation, apparel, retail, and other industries. Responsibilities have included accountability and management for nationwide teams of more than 15 employees and office staff.

KEY SKILLS

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| ▪ Market Strategies and Campaigns | ▪ Creative Campaign Development |
| ▪ E-Commerce Planning and Execution | ▪ Teambuilding & Staff Supervision |
| ▪ SEM, SEO, Affiliate Programs | ▪ Strategic Partnership Building |
| ▪ Website Development and Design | ▪ Mobile, SMS, and GeoTargeting |
| ▪ Branding, PR, and Advertising | ▪ New Product Launches |
| ▪ Day-to-day Operational Oversight | ▪ Social Media, Internet, and Blog Strategies |

PROFESSIONAL EXPERIENCE

DOUBLE POSITIVE – Tempe, AZ

Director of Mobile Marketing, 4/2012 to Present

DoublePositive Marketing Group is an online marketing company serving lead buyers, lead sellers, and direct response advertisers. Second hire on mobile team, that I am the Director of, essentially serving as the Chief Media/Marketing Officer of the group. I oversee all media, marketing, product, and technology for the division.

Key Results:

- Increased revenue by 400% in 6 months with several months having 100% MOM growth.
- Grew publisher/traffic distribution from 20 sources to 110 sources.
- Day to day management of 3rd party technology solution and platform.
- Grew monthly lead supply to advertisers by 500% in first six months.
- Implemented mobile strategies for Fortune 500 clients in auto, health, mortgage, finance, and education verticals.
- Bought and sourced media on a CPA/CPL as opposed to CPC/CPM across all mobile marketing channels.
- Oversaw development and design of internal HTML5 reporting application.
- Supervision of account management and creative teams (internal and external).
- Oversaw development and design of ReadyForMyQuote brand and application (a consumer lead portal)

PROPELL CORPORATION – San Anselmo, CA

Senior Director of Marketing and eCommerce, 10/2011 to 3/2012

PropellShops service is a web based e-commerce solution that lets any organization – whether school, nonprofit, sports team or business – instantly create a web store offering customized apparel and gifts featuring their brand, logo or other artwork. I was the first and only marketing hire at the company; brought in to lead all aspects of online and print marketing, creative, web properties, SEO/SEM, user experience design, products and promotions.

Key Results:

- Implemented and executed email marketing system (weekly and monthly) and developed customer lifecycle action plan.
- Created a technology plan for replacement of frontend and backend systems, orchestrated move from an outdated open source platform to licensed SaaS model.
- Launched multifunctional retargeting system (to drive customer signups as well as increase sales for partner shops).
- Increased company's brand presence through online media outlets (blogging, forums, press releases, etc.) as well as emerging social media platforms
- Created wireframes, user flows and product requirements documentation for all partner shops implementations.

LIVESCRIBE INC. – Oakland, CA

Senior Marketing Manager – Web/eCommerce, 4/2010 to 10/2011

Livescribe is a startup Consumer Electronics Company whose products are sold in retailers all around the world. My role was a hybrid sharing responsibilities across both marketing and web teams. I oversaw all online, web, and eCommerce offerings (SEM, SEO, display advertising, eCommerce stores, affiliates, social media, customer lifecycle marketing, and email).

Key Results:

- Developed and executed Demand Generation and Customer Acquisition programs through SEM, SEO, affiliates, display, partnerships, and other channels to drive key performance metrics.
- Part of key planning team responsible for \$8MM annual marketing budget.
- Implemented new database email marketing system across 6 countries and 400K+ contacts.
- Supervised 6 team members (3 front end designers/programmers, 2 engineers, and 1 QA engineer)
- Completed redesign of social networking properties. Top 10 rated FB site with over 100K fans. Created and refined processes related to sales, services, renewals, up-sells, measurement, reporting and interdepartmental campaigns for social media
- Cross-functional marketing support for international, channel, events, and online.
- Created first marketing dashboard for company to review and monitor analytics.
- Managed and executed ongoing optimization and new strategies for display campaigns, including creative briefs, image direction, comp review, tracking, a/b testing, and reporting
- Conducted ongoing analyses to improve eCommerce performance, product mix, pricing, and promotions. (e.g., free shipping, gift with purchase); own analysis on SKU performance, sell-through, and selection.
- Onsite user experience: Identified and executed an ongoing A/B testing strategy for conversion optimization. Played a key role in developing the new features and functionality for website redesigns that improve conversion rate. Assisted in the design, development, testing and post evaluation phases of site redesigns.
- Owned relationships with outside agencies, engines and other partners to implement both existing and new programs.

THE BRANDING SPOT – Scottsdale, AZ and San Francisco, CA

Founder and CEO, 5/2006 to 4/2010

Founder of boutique marketing company that assisted clients with their advertising and marketing needs. As the founder I had complete day-to-day operational, marketing, sales, financial, and management control over the business. My days consisted of helping our sales team increase sales, working on marketing campaigns, and handling new product opportunities. I oversaw all artwork, creative, and marketing materials for our company as well as our clients.

Key Results:

- Set overall business goals, strategy, and planning.
- Oversaw marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and events collateral materials, and market research management.
- Drove creation and communication of web strategies and translated strategic concepts into technical projects to drive online demand and conversion.
- Coached, reviewed and approved the work of creative staffs to deliver brand-right, engaging, relevant, and compelling promotions. Directed and inspired creation and implementation of creative concepts.
- Crafted impactful outbound messaging: (Email, Sales support, lead cultivation, trade shows & events).
- Acted as spokesperson for the company with press and analysts at industry events (trade shows, seminars).
- Leveraged technology (PR, Blogs, Social media) to evangelize our solutions.
- Responsible for day-to-day management of paid search campaigns including keyword generation, ad copy writing and testing, bid management, landing page optimization, budget management etc.
- Created and designed web, marketing, email, and print campaigns.
- Attracted, mentored, and developed a high performing team. Expanding from 1 to 20 employees and/or contractors.
- Defined corporate branding for company as well as clients.

SPROUT INC. – San Francisco, CA and Honolulu, HI

Operations and Account Manager 5/2008 to 12/2008

Sprout is the premier design platform used by leading agencies and brands to create rich media content and interactive campaigns. Sprout's offerings included a B2C product (Sprout Builder) and a B2B product (Sprout Mixer). I was in charge of the day-to-day local operations of SF office, serving both the marketing and account teams. I reported directly to the CEO/Founder.

Key Results:

- Implementation of new product campaigns and launches for clients.
- Coordinated and executed national and international tradeshow exhibits for marketing/sales teams.
- Designed and implemented company CRM tools and project management tools.
- Office startup from shell to full functional office in 2 weeks.
- Coordinated board meetings and presentations.
- Created and implemented procedures for purchasing, travel, PTO, and other human resource functions. Decreased office expenditures 15% by developing efficiency-enhancing workflow/process improvements.

EDUCATION

UNIVERSITY OF THE PACIFIC – Stockton, CA
2003-2006

Bachelor of Science in Business Administration (Concentration in Small Business Entrepreneurship)

TECHNOLOGY SUMMARY

| MS Office | Windows 98-7 | Mac OS/iOS | QuickBooks | Adobe Suite | Salesforce | Google Analytics and AdWords