Brandon Kerr

brandon.Kerr160@topper.wku.edu   linkedin.com/brandonkerr   www.github.com/brikky
Cell: +86 185-1698-2974

Work Experience

DIGITAL MARKETING ENGINEER, BLUED; BEIJING, CHINA   01/2016-PRESENT
- Grew Facebook presence by 55%, acquiring 76,465 new fans at an average cost of $0.04/fan
- Grew Instagram presence 22%, acquiring 2,003 new followers with no expenditures
- Grew Twitter presence by 2,253%, acquiring 7,661 new followers at an average cost of $0.57/follower
- Championed the rebranding of Blued from a hook-up app to social media, expanding market potential by a factor of 9.2x, and providing access to new advertising channels such as Facebook Ads and traditional media
- Increased approval rating of Facebook ads from 23% to 94% by optimizing designers' workflow
- Grew international user base by 207,020 users at average cost of $0.68/download and $1.28/registered user

SENIOR INSTRUCTOR, FIRST LEAP ENGLISH; BEIJING, CHINA   05/2015-03/2016
- Designed student recruitment activities, prepared and delivered lessons in science, math, and world cultures; built and maintained relationships with parents, edited and revised marketing content produced in English
- Maintained an 85% closure rate for demo classes

COORDINATOR, WOODENFISH PROGRAM; BAODING, CHINA   06/2013-01/2016
- Oversaw the recruitment of 213 North American applicants
- Organized fundraising events that collected a total of $154,562
- Coordinated travel and visas for 53 selected participants arriving in China from various countries
- Provided translation and interpretation between Mandarin Chinese and English, prepared and delivered culture awareness and sensitivity training sessions as one of four managers for the only international monastic studies program hosted in Mainland China while working closely with students, volunteers, and monastics.

STUDENT RESEARCHER, WKU; BOWLING GREEN, KY   07/2009-05/2015
- Oversaw the implementation of research projects in geology, linguistics, and neurobiology, including grant-writing, research design, project delegation, and results analytics/interpretation

Education

Western Kentucky University, Bowling Green, Kentucky   **May, 2015**
B.A. Anthropology, B.A. Asian Studies
GPA：3.6/4.0

Skills

Languages: Academic Native English, Advanced Fluency Chinese (Mandarin), Beginner German

Technology: Social Media, Advanced Microsoft Excel, Experience Using Technical Software Suites (CRM Software, Adobe Creative Suite, Basic Programing and Web Design, Basic Database Management) Digital Record Keeping/Tracking, SEO

Interpersonal: Cross-Cultural Communication, Conflict Resolution, Highly Empathic, Interview Development and Administration, Needs Assessments, Workplace and Cross-Cultural Ethics, Presentation Design/Delivery and Public Speaking

Other/Interests: Photography and Visual Design, Marketing, Data Science, Web-Design/Programming, Linguistics, International Culture, Entrepreneurship, Travel, Technology

Activities

Volunteer Work: ICVS International Vet Clinic, Danlan Public Welfare HIV/AIDS Testing, Woodenfish Foundation

Organizations: WKU Chinese Flagship Student Ambassador, FreeCodeCamp, Run Beijing, Beijing Photo Walkers,