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# Brent Kitiratanasumpun

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## Marketing Specialist Summary

- 5+ years of experience in marketing and managing
- Grew market share by an avg of 30% over 3 years, generating over hundreds of thousands in revenue within 3 years.

## WORK EXPERIENCE

### Siam Garden • St. Petersburg, FL, USA

Sep 2019 - Jan 2024

#### Marketing Specialist

- Spearheaded a dynamic website and brand transformation, catapulting traffic by an outstanding 207% within just 2 months.
- Optimized and expanded social media reach, achieving a remarkable 267% surge in followers and an impressive 132% spike in engagement.
- Led a team of 10+ foster impactful community events, notably contributing 350+ meals to hospitals during the challenging times of COVID-19.
- Cultivated meaningful partnerships with local businesses and cultural organizations, reinforcing the bonds within the community.

### Raymond James Financial • St. Petersburg, FL

Sep 2020 - April 2021

#### Senior Service Desk Specialist

- Handled 30+ daily customer interactions in a dynamic environment in a professional and tactful manner.
- Resolved IT-related issues and provided solutions to a wide variety of technology related problems and questions or escalated to appropriate support area.
- Achieved a success rate of over 90% in independently resolving technology-related challenges, swiftly resolving issues by using knowledge and database resources. Verified results through metrics and analytics.
- Facilitated smooth client onboarding by assisting in the completion of online forms for various communication systems, services, hardware, software, and entitlements.

### GoZone WiFi • St. Petersburg, FL

May 2019 - Sep 2019

#### Marketing Intern

- Distinguished performance in copy-writing and editing services, ensuring unparalleled communication clarity and unwavering brand consistency.
- Executed targeted email campaigns, crafting compelling content for daily blogs and website updates.
- Pioneered the design and creation of over 12 promotional materials for social and digital campaigns, significantly amplifying brand visibility.

## EDUCATION

### **University of South Florida**

Bachelors of Science in Integrated Advertising and Public Relations • Tampa, FL

## VOLUNTEERING & LEADERSHIP

### **Pet Pals Animal**

Wellness Coordinator • St. Petersburg, FL

### **Foodies Club University of South Florida**

Marketing and Public Relations Chair • Tampa, FL

## SKILLS

Customer Success, Collaborative Marketing, Database Software, Customer Segmentation, Marketing Planning, Account Management, Facebook Marketing, Internet Marketing, Mass Marketing, Product Promotion, Communication Skills, Content Creation, Content Strategy, CRM Systems, Google Analytics, Brand Awareness, Marketing Campaigns, Email Marketing, Ad Serving, Project Management, SEO, Website Design, Data Entry

**Interests:** Hiking, Improv, Traveling (visited 21 countries so far), Kayaking, Football