

Bryan Jardin

Results-oriented marketing & sales specialist with over 5 years of experience. Proven success in running e-mail campaigns and product launches that have pulled in 300% sales increase in premium products. Proficient in marketing analytics, social media & copywriting. Skilled, innovative & creative.

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WORK EXPERIENCE

Marketing & Sales Coordinator Duncan Toys

12/2016 – Present

Orlando, FL

Remote

- Strategize and execute our digital and traditional marketing efforts.
- Lead the execution of all email marketing communications including setup, proofing, testing, launch, analysis, and optimization.
- Manage all elements of product launches process, including development and execution of go-to-market plans.
- Responsible for all copywriting on our e-mail marketing, websites, social media, packaging and product highlights and features.
- Communicate with our certified retailers and sales representatives to strategize our goals and drive sales in bi-weekly basis.
- Implemented marketing, advertising and promotional campaigns; planned and organized promotional materials.
- Coaching & mentoring our 30 sales representatives and ambassadors.
- Design and implement digital strategies within budget requirements.

Regional Sales Manager Duncan Toys

05/2015 – 12/2016

- Reduced more than \$20,000 unnecessary spending yearly.
- 15% sales increase in one year.
- Responsible for Disney & Duncan Marketing collaboration and partnership.

Sales Associate

Disney Springs - Duncan Toys

12/2013 – 05/2015

- Greeting customers and directing to merchandise.
- Operating cash registers.
- Increasing in-store sales.
- Cross-selling products and maintaining sales floor appearance.

EDUCATION & CERTIFICATIONS

Udemy

Certifications

2018 – 2019

- HTML, CSS & Bootstrap
- SEO

Industrial Engineering

72 Credits

2010 – 2013

SKILLS

Copywriting

E-mail Marketing

Sales

Product Launch

Marketing Analytics

Market Research

HTML

CSS

SEO

PPC

Strategy

Business Development

Brand Management

Problem-solving

Photoshop & Illustrator

Digital Marketing

PROJECTS & AWARDS

International Yo-Yo Championship 2015

- Responsible for co-directing the event with Disney, Duncan & ESPN3.

Origami & Windrunner Yo-Yos

- Designed from scratch.
- Sold more than 6,000 units combined.

Three-time Continental Yo-Yo Champion

- 2012, 2013, 2015

Seven-time National Yo-Yo Champion

- 2007-2011, 2013, 2016

LANGUAGES

English



Tagalog



INTERESTS

Growth Hacking

Skilltoys

Travel

Business

Technology

Art