Brance Sharp

805–314-7795 | sharpbp@live.com | linkedin.com/in/brancesharp/ | www.brancesharp.com

Professional Summary

Driven and results-oriented professional with a solid background in marketing automation and data analytics. I am skilled in leveraging Excel, Python, and data visualization software to extract valuable insights from data. I am passionate about using data to execute marketing campaigns and improve the customer experience.

Key Competencies

Pardot (MCAE) and Salesforce	Marketing Automation
Microsoft Excel (Vlookup, Pivot Tables)	Email Marketing
Zapier	Python for Data Analytics
B2B Marketing Strategy	E-Commerce

Professional Experience

Marketing Automation Specialist   **June 2023 - Present**

Hardy Diagnostics - Santa Maria, CA

- Developed and implemented personalized email marketing campaigns in Pardot and Salesforce.
- Implemented new workflows to update campaign attribution and lead qualification processes, improving accuracy and data integrity.
- Maintained prospect database, grouping customers by industry and purchase history for improved reporting and analytics.
- Contributed to user experience enhancement projects, improving e-commerce product listings and website usability based on user analytics.
- Created new dashboards and reports in Tableau for Marketing leadership use.

E-Commerce Specialist   **January 2023 - June 2023**

Hardy Diagnostics - Santa Maria, CA

- Took charge of updating hundreds of product pages during the redesign of our e-commerce website.
- Managed the administration of our Amazon storefront, overseeing inventory, product pages, and marketing materials.
- Executed targeted ad campaigns on Amazon, leveraging keyword research to maximize return on ad spend.

Sales Administrator   **August 2020 - January 2023**

Hardy Diagnostics - Santa Maria, CA

- Managed administration of primary distribution channels, including maintaining and updating pricing files, completing product enrichment for distributor websites, and processing special price quote rebates.
- Collaborated closely with the sales team and internal stakeholders to provide competitive pricing options, resulting in increased customer acquisition and retention.
- Calculated customer churn rate by analyzing historical data and customer behavior patterns, providing insights into customer retention efforts.

Education

California State University, Fullerton

Bachelor of Arts in Economics

Allan Hancock College

Associate of Arts in Business Administration