

BRANDON LAMBRECHT

FRANKLIN, TN | 406-281-2139 | BRANDONJLAMBRECHT@GMAIL.COM

Marketing/Account Management/Web Design

PROFESSIONAL SUMMARY

Dynamic professional with six years of experience spanning finance, sales, retail, and health/wellness sectors. Expertise in sales, relationship management, and account management, with proficiency in front-end frameworks, advanced communication, and marketing. Committed to continuous learning and delivering impactful solutions at the intersection of business and technology.

SKILLS

- CRM Management
- HTML/CSS/Javascript
- Figma/Webflow
- Customer Journey Mapping
- Relationship Curation
- Strategic Negotiation
- Customer Success Alignment
- Consultative Selling

EXPERIENCE

MARKETING CONSULTANT

LAMBRECHT CONSULTING | FRANKLIN, TN | OCT 2024 - PRESENT

- Developed comprehensive content calendars to ensure strategic and consistent messaging, aligning with marketing goals to optimize audience reach.
- Created user-focused website designs in Webflow, emphasizing modern design principles, responsiveness, and intuitive user experience.
- Crafted detailed marketing plans, incorporating *customer journey mapping* and targeted SEO strategies to elevate brand visibility and support organizational objectives.

SENIOR COACH/BRAND AMBASSADOR

SOLIDCORE | NASHVILLE, TN | DEC 2020 - PRESENT

- Enhanced brand visibility and customer loyalty through effective *relationship curation* and personalized engagement strategies.
- Developed promotional initiatives that positioned the studio as a top-performing location, showcasing strategic negotiation and leadership capabilities.
- Delivered exceptional customer experiences, fostering community and driving membership growth through *conflict resolution* and emotional intelligence.

BUSINESS FINANCE MANAGER

JESCO MARINE & POWER SPORTS | KALISPELL, MT | OCT 2022 - JULY 2023

- Directed inventory management and financial strategies for a \$10M portfolio, utilizing analytical skills to maximize sales opportunities.
- Secured funding through strategic partnerships, enhancing financial transactions and increasing revenue potential within competitive markets.
- Cultivated strong business relationships, leveraging emotional intelligence, and negotiation skills to foster collaborations that drive sustained revenue growth.

ACCOUNT MANAGER

BMO HARRIS BANK | MILWAUKEE, WI | MAR 2019 - JUNE 2022

- Managed a diverse portfolio of customer accounts, employing CRM software to enhance relationship curation and improve customer engagement.
- Implemented workflow strategies that boosted efficiency and customer satisfaction, demonstrating effective conflict resolution and problem-solving skills.
- Achieved key performance metrics, consistently demonstrating high levels of efficiency and work quality through strategic account management practices.

EDUCATION

BACHELOR OF SCIENCE IN MARKETING, MONTANA STATE UNIVERSITY | BOZEMAN, MT |

FULL-STACK WEB DEVELOPMENT CERTIFICATION, VANDERBILT UNIVERSITY | NASHVILLE, TN |