

# BRANDON LAMBRECHT

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## BUSINESS RELATIONSHIP EXPERT / DIGITAL MARKETING ENTHUSIAST

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### PROFESSIONAL SUMMARY

Relationship oriented leader with 6 years experience in account management within finance, retail, and health/wellness industries. Skilled in building trustworthy relationships and identifying areas of opportunity for continuous business growth. Strong skill set in managing creative teams and leading strategy to enable organization-wide success.

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### AREAS OF EXPERTISE

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|---------------------------|------------------------|----------------------------|
| ❖ CRM Management          | ❖ Sales Prospecting    | ❖ Coaching & Training      |
| ❖ Social Media Management | ❖ Workflow Delegation  | ❖ Strategic Planning       |
| ❖ Brand Development       | ❖ Account Management   | ❖ KPI Setting and Tracking |
| ❖ Marketing Strategy      | ❖ Remote Adaptability  | ❖ Executive Collaboration  |
| ❖ Market Analysis         | ❖ Contract Negotiation | ❖ Performance Management   |

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### CAREER HIGHLIGHTS

**Account Management :** Managed 200+ plus accounts focusing on relationship building and customer experience resulting in growth of business accounts

**Brand Development:** Grew fitness brand to a top 5 revenue producer in the nation under 12 months of launch by leveraging digital channels and providing high level coaching

**Industry Flexibility :** 6 years adapting to new lines of business and product categories while maintaining impact on sales success

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### EXPERIENCE

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#### BUSINESS FINANCE MANAGER

##### **JESCO MARINE & POWER SPORTS | KALISPELL, MT | OCT 2022 - PRESENT**

- Assist in strategic decision making to manage 5-10 million in inventory, plan for brand growth, and forecast supply and demand
- Collaborate on marketing strategies, KPI's, campaigns, and event planning to align with business goals.
- Finalize on all contracts to ensure gross profit target of 10-30% is achieved
- Optimize CRM to identify the best fit in the marketing funnel during customer journey

## RELATIONSHIP DEVELOPMENT & SUPPORT

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

- Administered business relationships for internal and external divisions to foster new and current relationships
- Individually managed, tracked, and maintained 200+ customer accounts focusing on cost saving strategies to increase bottom line
- Led, trained, and managed the missing collateral department to identify and recover missing data for new and current contracts.
- Consistently hit monthly metrics, 95% efficiency, 100% work quality, and customer satisfaction.

## EXPERT COACH/BRAND AMBASSADOR

### **SOLIDCORE | MILWAUKEE, WI | DEC 2020 – JUNE 2022**

- Cultivated brand awareness in a competitive Pilates market by leveraging social channels, developing customer and business relationships.
- Built personal brand as professional, educated, and welcoming expert coach through both digital and in-person platforms.
- Collaborated with the team to grow a new studio into a top 5 revenue performer in the nation.
- Positioned myself as a specialized pro coach with innovative programming, knowledge in specialty classes, and priority in customer experience.

## MEMBER EXPERIENCE MANAGER

### **ANYTIME FITNESS | BILLINGS, MT | OCT 2017- MAR 2019**

- Led, taught, and developed a successful team to grow quarterly in revenue by 15%.
- Scheduled and coordinated meetings, appointments, and training sessions for over 80 clients.
- Intuitive content creator for all social campaigns.
- Followed through on all critical inter-departmental escalations to increase member retention rates.

## EDUCATION

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

**BACHELOR OF SCIENCE IN MARKETING**, UNIVERSITY OF EXETER |EXETER,UK|

## CERTIFICATIONS

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- *Google Ad Manager*
- *Google Analytics 4*
- *Hubspot CRM*