

# BRIAN GERSON

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## EXPERIENCE

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### SOSH

*Content Manager*

San Francisco, CA  
Sept. 11, 2013 - Present

- Launched Seattle and Chicago markets and developed the blueprint for future market entry
- Managed the Chicago content team, directing sales, editorial, and marketing efforts for the city. Created over 1,200 editorial pages and 700 emails for top-tier local merchants
- Owned all outbound communication, including email, push notifications, and social media. Created, edited, and sent 5 to 20 emails and push notifications per week, increasing local GMV by 167%
- Redesigned the entire Sosh content model from long form aggregation to in-house bullet points, reducing content production time by 50% and increasing mobile utility for users
- Hired, trained, and managed the Chicago and Seattle content teams
- Acted as the primary liason between the content and product/engineering teams by creating feature specs, testing new products, and defining business requirements

### BLOOMSPOT

*Marketing Manager*

San Francisco, CA  
July 2012 – September 2013

- Member of 3-person team which generated 15% of monthly revenue in 100+ employee organization
- Owned entire process from researching leads to developing, implementing, and auditing dedicated email marketing campaigns
- Justified ROI using data pulled through SQL/PG Admin and organized in Excel
- Optimized campaign performance through A/B template and subject line testing

*Curator*

July 2011 – July 2012

- Created engaging copy and photo editorials for local, mid-market, and enterprise clients
- Consistently recognized for high quality and volume of work; awarded Feature of the Week five times
- Successfully managed multiple daily deadlines while curating a team-high average of 1.5 features per day
- Project manager for major corporate partnership between Bloomspot and Rue La La

### CAPAY VALLEY ORGANIC

*Sales Associate*

San Francisco, CA  
March 2010 – July 2011

- Developed markets and generated outside sales for Capay Valley Organic throughout the East Bay area
- Created marketing materials for sales team including newsletters, brochures, and online copy

## EDUCATION

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### UNIVERSITY OF CALIFORNIA, DAVIS

*Double Bachelors: Communications, International Relations (Econ focus)*

Davis, CA  
June 2011

- *Honors and Awards:* Dean's Honor List, Davis Honors Challenge, AP Scholar with Honors
- *Leadership:* President, Beta Alpha class of Pi Kappa Alpha Fraternity

## ADDITIONAL

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**Skills:** HTML, CSS, Javascript, Adobe Creative Suite, SQL, Excel, Looker, Salesforce, Django-based CMS

**Interests:** Riding bicycles, befriending dogs, brewing beer, climbing rocks, and always learning new things