

# BRYAN GUM

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## EXPERIENCE

08/2013 to Current

### Brand Development, Creative Contributor | Live KC

#### Sporting Kansas City - Kansas City, M O

- Identify, develop and evaluate marketing strategies based on Live KC objectives and market trends
- Contribute to the direction, planning of Live KC's creative brief
- Produce video, photo projects to enhance web presence, brand identity, increase impressions
- Plan Live KC marquee events for 2013 - 2014 as part of a team

07/2012 to Current

### Co-Founder, Director

#### If Only Productions - Kansas City, M O

- Develop brand-savvy, engaging video projects from concept to execution (*Portfolio available at [www.ifonlyproductions.com](http://www.ifonlyproductions.com)*)
- Manage site, crew members during all phases of production for focused, relaxed environment
- Meet deadlines for deliverables and maintain client satisfaction

05/2013 to 08/2013

### Intern | Marketing, Media, Merchandising

#### Sporting Kansas City - Kansas City, M O

- Researched, selected new merchandising options as part of a team
- Facilitated branding implementation regarding the MLS All-Star Game and Sporting Club
- Designed print, digital advertisements for Sporting Club Events, on-line
- Authored Merchandise Marketing Plan Budget; implemented its schedule, oversaw operational functions to increase product awareness, merchandise revenues

## EDUCATION

Aug. 2014

### Bachelor of Science: Business Administration

#### Kansas State University (KSU) - Manhattan, K S

Major: Marketing Minor: Economics

GPA: 3.00

## ACTIVITIES | HONORS

- Professional Advantage participant (Extended Lectures) (KSU)
- Consistently recognized as a stand-out student in the College of Business

## RELEVANT TECHNOLOGY | SKILLS

Microsoft Office, Adobe Photoshop CC, Final Cut Pro X, Brand Development, Direct Sales, Marketing Strategy

*Portfolio, work samples, and references available upon request.*