

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

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

10/2012 to Current

Health & Wellness Coach

Herbalife - Manhattan, K S

- Utilize social media, guerrilla marketing to develop brand exposure
- Recruit independent distributors, manage team of active coaches to accomplish marketing efforts, product sales of \$4,000+/month
- Provide health and wellness coaching to individual clients using Herbalife products as main revenue stream

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 Program (Extended Lectures) (KSU)
- Co-Founder, Director - *If Only Productions* (Media Production Company)
Portfolio: www.ifonlyproductions.com

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.