

Bryan Gum

Creative & Marketing & Sales

GET IN TOUCH:



Website
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+ EMPLOYMENT



May 2014 - Aug 2014

HILL'S PET NUTRITION

Territory Account Manager [internship]

- Led development of millennial social marketing campaign
- Facilitated sales relationships with highest performing accounts through store visits and education presentations



Aug 2013 - Mar 2014

LIVE KC

Brand Development & Creative Contributor

- Identified, developed and evaluated marketing strategies based on campaign objectives and social trends
- Produced photo and video projects to enhance web presence and brand identity



May 2013 - Aug 2013

SPORTING KANSAS CITY

Marketing & Merchandising [internship]

- Facilitated branding implementation for MLS All-Star Game
- Designed print, digital ads for Sporting Club Events



Jul 2012 - Present

IF ONLY

Co-Founder & Creative Director

- Conceptualize and produce corporate identity promotional videos, music videos, short films, and documentaries
- Use social media and website engagement to procure new business and deliver finished projects
- View recent works at www.ifonlyproductions.com

+ EDUCATION

Aug 2011 - Aug 2014

Business Administration - B.Sc

Kansas State University

Calvin College of Business Administration

Major: Marketing Minor: Economics

GPA: 3.3

+ PROFESSIONAL SKILLS

Final Cut Pro X



Adobe Photoshop CC



Video Production



Photography



Marketing Strategy



Brand Development



Ads & Promotions



Account Management



Professional Sales



SEO



Office



Mac OS



Windows



+ PERSONAL SKILLS

Leadership



Negotiation



Communication



Social Engagement



Problem Solving



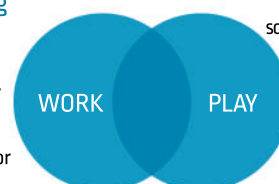
+ WORK | PLAY BALANCE

Interacting
networker

Thinking
visual thinker

Developing
idea generator

Implementing
conceptual to execution



Athletics
soccer & running

Hobbies
movies
music
& travel

Downtime
reading
& writing