

BRADLEY PERKINS

Greeley, CO - bradjperkins@gmail.com - 469-910-4411

Work Experience

SENIOR STRATEGIST

CARDINAL DATA/REDSEAM VENTURES - Denver, CO: June 2012 to Present

Achievements/Tasks

- Facilitate Google Venture Design Sprints, 1-week process to solve big problems and test new ideas.
- Manage software development projects for internal and client projects.
- Analyze and breakdown client business needs and develop solutions.
- Develop business and action plans for new products, new departments, and up-start companies.
- Help clients with creating and maintaining their brand image.
- Conduct industry and market analysis for clients to provide data for efficient execution or their business and product launches.
- Lead consulting sessions with management teams for idea and strategy development, with emphasis on product development, business models, data management, direct mail programs, and stakeholder interaction.
- Recommend custom process improvements to increase efficiency. Assist clientele in brainstorming and creative process training.

OPERATIONS MANAGER

QUALITY COUNTS - Denver, CO: December 2016 to December 2018

Achievements/Tasks

- Responsible for the management and execution of remote field data collection efforts for government agencies and private engineering firms in the West Coast and Mountain regions.
- As Operations Manager in Charlotte North Carolina, managed teams of 3-5 Field Technicians, over 200 pieces of data collection equipment, and oversaw more than 350 projects and 4,500 data collection sites.
- Handled business development and marketing, client estimate requests, project execution, and data management.
- Developed new products, services, and deliverables to meet internal and client geospatial needs.
- Part of the QC research and development team where I was part of equipment and process improvements, business strategy and infrastructure development for new services, and oversight of new products and services with international partners.
- Built a QC historical data web portal to allow clients to visually see a historical record of all geospatial data sets collected by Quality Counts and other firms to increase client site analysis.

DIGITAL PROJECT/ACCOUNT MANAGER

AM DIGITAL - North Richland Hills, TX: October 2015 to March 2016

Achievements/Tasks

- Oversaw team of 3 developers and 2 designers. Involved with new client development alongside Chief Strategy Officer to identify and develop target list of clients, partners, and new products and services.
- Involved in managing team's time, schedule, project performance, and tasks. Re-assigned and re-organized team schedules to hit deadlines.
- Developed new processes and procedures: account manager task and team tracking, company file structure system, and quote submission.
- Worked directly under Chief Strategy Officer, with daily interaction with Chief Executive Officer, and Chief Technology Officer. Collaborated with CEO, CSO and CTO on preparation of marketing recommendations, strategies, contracts and actions for clients.
- Created and defined project parameters/scope of work for design and development teams, while ensuring quality and goals were achieved.

- Communicated with clients on request for proposals, scope of work, contract negotiations, project status and schedules.
- Translated client needs and vision to design and development teams to ensure estimates were accurate and project goals were achieved.
- Account Manager for over 50 Accounts. Some clients included: Phillips 66, Carrier, Passion Conferences, City Vet, Spear One Communications, and The Hills Church.
- Developed and tracked project timelines, budget, and employee production schedules. Monitored work quality and all out of scope requests.

PROJECT MANAGER

ENERTECH - Wichita, KS: April 2013 to August 2015

Achievements/Tasks

- Project manager for over \$3 million in revenue and 175+ projects over the course of two years. Worked directly with the president and vice president of the company as their project and account manager.
- Coordinated geospatial data analysis, direct mail development and production, and program documentation of annual public awareness campaigns for numerous oil and gas companies.
- Conducted the annual program for Enbridge Energy. Including 1.1 million stakeholders, 10 Internal Divisions, 15 audience and asset brochure versions with location specific mail piece variables.
- Performed programs for other large oil and gas companies such as: Southern California Gas, Chesapeake Energy, Atmos Energy, Williams, and Southern Star Central Gas.
- Developed content and graphic design for over 30 direct mail programs, including design and print specifications to be most economical and meet US Postal Service mailing requirements.
- Responsible for program cost estimations, pricing, vendor selections and proposals to the client for each individual program.
- Negotiated pricing, dealt with issues occurring from print and mailing, and worked to create new brochure layouts to maximize space and decrease costs.
- Assisted in audit preparation and training for managers going through PHMSA and state public awareness audits in correlation to the American Pipeline Institute RP 1162 government regulation.
- Documented and analyzed program effectiveness measurement ranging from phone surveys, business reply mail surveys and website surveys.
- Evaluated monthly earnings reports used for projecting future earnings.

Education

B.S in Economics

Kansas State University - Manhattan, KS
August 2007 to May 2009

Skills

DIRECT MAIL, PROJECT MANAGEMENT, ACCOUNT MANAGEMENT, GIS MAPPING, GRAPHIC DESIGN

Certifications/Licenses

DESIGN SPRINT FOUNDATION – Udacity October 2018

Additional Information

SKILLS

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| • Project Management | • Business Modeling |
| • Customer Service | • Negotiation |
| • Sales | • Direct Mail |
| • Strategy | • Printing |
| • Business Consulting | • Graphic Design |
| • Account Management | • Critical Thinking |
| • GIS Mapping | • Analysis |