

bfitzgerald29@gmail.com
828.788.0099

175 S. Lexington Ave.
Asheville, NC 28801

BrendenFitzgerald.com
[linkedin.com/in/brendenf](https://www.linkedin.com/in/brendenf)

Technical Skills

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Sketch
Invision
Webflow
Facebook Ads
Google Ads
Pinterest Ads
Autopilot

Additional Skills

UI/UX Design
Product Management
Project Management
Account Management
Wireframing / Sketching
Interactive Prototyping
Intermediate HTML/CSS
User Testing
Market Research
Marketing Strategy
Consultative Sales
Public Speaking
Kickstarter Campaigns
Design Sprints

References

Available upon request.

My passion and experience in design, marketing, sales and project management provide me with a diverse skill set to accomplish aggressive goals. I harness my high-energy nature to perform above the bar and motivate others, while I utilize my creative abilities to devise innovative solutions to challenging problems.

Experience

Director of Product Design and Marketing
VirtualJobShadow.com - Asheville, NC

June 2016 – Present

Responsibilities include lead designer (website and platform), product manager, user experience design, customer journey development, Search Engine Marketing (SEO, PPC, and Page Optimization), social media advertising, email automation marketing, and overall digital marketing strategies. VirtualJobShadow.com empowers individuals to discover, plan and pursue their dreams with a unique video-based career planning platform.

VP Business Development / E-Commerce
GoWorx.com - Asheville, NC

July 2015 – November 2016

GoWorx is dedicated to empowering the photography and filmmaking community with top gear, resources and inspiration. Responsibilities include: dealer and distributor growth, new vendor acquisition, sales channel development, ecommerce design, development and optimization, as well as, support with key marketing initiatives including funnel development, paid advertising campaigns, design creative, affiliate and email marketing.

International & Business Development Manager
Genova Diagnostics, Inc. - Asheville, NC

October 2012 – July 2015

Supported overall company revenue growth through sales activities in the United Kingdom and Rest of World (ROW), as well as, led leadership driven projects across multiple departments. Worked cross functionally and with vendors in order to manage \$4 million in revenue across 29 distributors in 47 different countries.

International Account Manager
Genova Diagnostics, Inc. - Asheville, NC

March 2012 – October 2012

Responsible for growing sales within the assigned territory of the UK/ROW. Responsible for building relationships by regular and on-going interactions through written contact, telephone and in-person meetings at appropriate intervals. Additional responsibilities included: marketing support, campaign management, and CRM administration.

New Media Marketing Manager
Genova Diagnostics, Inc. - Asheville, NC

April 2011 – March 2012

Contributed to the company's success by coordinating and implementing communication initiatives, specifically related to building Genova Diagnostics lead generation channels through the use of online tools and resources - such as email, web content, webinars, and CRM administration.

bfitzgerald29@gmail.com
828.788.0099

175 S. Lexington Ave.
Asheville, NC 28801

BrendenFitzgerald.com
[linkedin.com/in/brendenf](https://www.linkedin.com/in/brendenf)

Education & Certifications

| | |
|--|------------------------------|
| Evaluating Designs with Users University of Michigan edX | <i>Feb. 2018 – Mar. 2018</i> |
| Design Sprint Nanodegree Udacity - AJ & Smart | <i>Jan. 2018 – Feb. 2018</i> |
| North Carolina Licensed Real Estate Agent Beverly Hanks & Associates - Asheville, NC | <i>Feb. 2008 – Jan. 2009</i> |
| Illinois Licensed Real Estate Agent Coldwell Banker - Buffalo Grove, IL | <i>July 2006 – Feb. 2008</i> |
| Associate of Arts College of Lake County - Grayslake, IL | <i>Aug. 2003 – May 2006</i> |

Notable Projects & Accolades

| | |
|--|-------------------|
| FreeRide Kickstarter Successful Kickstarter Campaign & Product Launch - Co-founder | <i>Aug. 2015</i> |
| Taggd' Mobile Application Successful Kickstarter Campaign & iOS app - Founder/Designer | <i>Jan. 2014</i> |
| The Daily Comedy App Venture Asheville's Biz Pitch: 2nd Place - Founder/Designer | <i>Sept. 2013</i> |
| 30 Day Photo Challenge App Startup Weekend Tri-Cities: 1st Place - Founder/Designer | <i>Jan. 2013</i> |

Personal Endorsements

"Brenden has boundless ideas, energy, and enthusiasm. He's the first person I'd choose to include in a project planning session because he possesses that rare gift of bringing others along with his infectious creative energy and strategic vision. Brenden does not rest on his laurels; he manages with an eye toward continued improvements and ways that a good thing can be made even better."

Elizabeth Bridgers - Senior Director, IRx Marketing

"Brenden is a unique blend of highly creative, big picture strategic thinking and super practical, systematic execution. He's the guy you want in your corner when managing complex business processes and projects"

Stephanie Kissel - International & Business Development Manager, Genova Diagnostics

"Brenden is a super talented, capable, and energetic professional with great creativity and the ability to add value to almost any business opportunity. Sales, marketing, product development, design, you name it... Brenden is a "A player" who truly moves the needle."

Tom Ryan - Entrepreneur in Residence, Kauffman Foundation