

Brenden Fitzgerald

Marketing & Sales Associate • Project Manager

bfitzgerald29@gmail.com
828.788.0099

175 S. Lexington Ave.
Asheville, NC 28801

cassettedeck9.github.io
[linkedin.com/in/brendenf](https://www.linkedin.com/in/brendenf)

Technical Skills

Adobe Photoshop
Salesforce Administration
Microsoft Office
Google Analytics/Adwords
Atlassian: Confluence/JIRA
Constant Contact
MailChimp
Intermediate HTML

Additional Skills

Project Management
Marketing Strategy
Brand Development
Graphic Design
UX/UI Design
App Design
Lead Generation
Campaign Management
Public Speaking
Consultative Sales
Account Management
Social Media Management
Market Research
Kickstarter Campaigns
Vendor Relations

References

Available upon request.

My passion and experience in 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

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

October 2012 – Present

Supported overall company revenue growth through the identification of new technologies, sales activities in the United Kingdom and Rest of World (ROW), project management, and company merger integration. Worked cross functionally throughout the organization and with vendors in order to manage leadership driven projects to successful completion. Co-managed \$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.

Marketing Assistant
Genova Diagnostics, Inc. - Asheville, NC

October 2009 – April 2011

Responsibilities: Supported trade shows management, collateral updates, departmental metrics, CRM administration, and database development.

Marketing & Sales Associate
Mountain Home Solutions, LLC - Asheville, NC

February 2008 – October 2009

Responsibilities: Executed HTML and print newsletter campaigns, multiple website redesigns, blog administration, direct mail campaigns, database development, customer referral campaigns, client experience programs, and sales event planning.

Sales & Marketing Manager
Rivercane, LLC - Asheville, NC

February 2008 – October 2009

Responsibilities: Assisted in development of core promotional strategies and materials for mixed-use green development community. Executed sales outreach program with area real estate firms and prospective clients.

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Education & Certifications

North Carolina Licensed Real Estate Agent
North Carolina Real Estate Commission
Beverly Hanks & Associates - Asheville, NC

Feb. 2008 – Jan. 2009

Illinois Licensed Real Estate Agent
Illinois Real Estate Commision
Coldwell Banker - Buffalo Grove, IL

July 2006 – Feb. 2008

Associate of Arts
College of Lake County - Grayslake, IL

Aug. 2003 – May 2006

Notable Projects & Accolades

Taggd' Mobile
Kickstarter Funding Campaign - Founder/Designer

Jan. 2014

The Daily Comedy App
Venture Asheville's Biz Pitch: 2nd Place - Founder/Designer

Sept. 2013

30 Day Photo Challenge App
Startup Weekend Tri-Cities: 1st Place - Founder/Designer

Jan. 2013

Nudge Mobile App
Startup Weekend Kentucky: 3rd Pl/People's Choice - Founder/Designer

Jan. 2012