

brenden@goworx.com
828.788.0099

175 S. Lexington Ave.
Asheville, NC 28801

BrendenFitzgerald.com
linkedin.com/in/brendenf

Technical Skills

Adobe Photoshop
Intermediate HTML/CSS
Salesforce Administration
Excel Reports & Metrics
Facebook/Pinterest Ads
Google Analytics/Adwords
Atlassian: Confluence/JIRA
MailChimp / Mail Services
Video Production

Additional Skills

Consultative Sales
Marketing Strategy
Lead Generation
Brand Development
Graphic Design
UX/UI Design
App Design
Account Management
Affiliate Marketing
Social Media Management
Project Management
Public Speaking
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

VP Business Development & Co-Founder GoWorx.com - Asheville, NC

July 2015 – Present

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.

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.

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Education & Certifications

North Carolina Licensed Real Estate Agent *Feb. 2008 – Jan. 2009*
North Carolina Real Estate Commission
Beverly Hanks & Associates - Asheville, NC

Illinois Licensed Real Estate Agent *July 2006 – Feb. 2008*
Illinois Real Estate Commission
Coldwell Banker - Buffalo Grove, IL

Associate of Arts *Aug. 2003 – May 2006*
College of Lake County - Grayslake, IL

Notable Projects & Accolades

Taggd' Mobile *Jan. 2014*
Kickstarter Campaign & iOS app - Founder/Designer

The Daily Comedy App *Sept. 2013*
Venture Asheville's Biz Pitch: 2nd Place - Founder/Designer

30 Day Photo Challenge App *Jan. 2013*
Startup Weekend Tri-Cities: 1st Place - Founder/Designer

Nudge Mobile App *Jan. 2012*
Startup Weekend Kentucky: 3rd Pl/People's Choice - Founder/Designer

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