



Brett Ruffenach

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PROFILE

I'm a marketing professional with experience in SaaS and brand consulting. I've helped startup companies in Europe build a marketing strategy from the ground up, and small/medium enterprises in the Bay Area create great stories to lift their brand to a new level. My curiosity, empathy, and writing skills allow me to bring a unique perspective to any challenge.

SKILLS

CRM: Salesforce, Basecamp, Infusionsoft, JIRA

Web: Google Analytics, Wordpress, AdWords, Facebook

Creative: Copywriting, Messaging, PR, Photoshop, InDesign

Work Experience

BRAND STRATEGIST, CATALYST SF | SAN FRANCISCO, CA | SEP 2015 - APRIL 2016

Contracted brand strategist at small brand agency with wide portfolio of clients - media groups, start-ups, wineries in Napa Valley, and mid-size service-as-a-software companies - conducted internal and external research to create strategic and thorough insights into repositioning their brand in respective markets.

- Drafted brand essence and positioning copy, elevator pitches, and tagline for clients
- Conducted extensive client research in the form of: industry research, competitor research, customer surveying (quantified and interview), and target market research
- Managed client communications - coordinating frequent meetings and calls to translate their needs into robust reports compiling all research and recommendations into a clear, concise final document with actionable insights.

MARKETING COORDINATOR, KENWOOD EXPERIENCES | SAN FRANCISCO, CA | JAN - MAY 2015

Worked with VP of Client Services at Mid-Size Brand Experiences Agency in South Park.

- Designed a content marketing strategy - coordinating resources to produce content for company blog
- Built Salesforce system, validating and migrating client information from Basecamp.

MARKETING TEAM LEADER, SOPRESO, KFT | BUDAPEST, HUNGARY | JAN - AUG 2014

Managed a team of three in the development and execution of a comprehensive online marketing strategy through SEO, Google Adwords, Facebook and Wordpress.

- Increased daily web traffic by 150% over six months.
- Built from the ground up a centralized sales funnel through Adwords, Facebook, LinkedIn, and Blog through Wordpress
- Created tracking system across all channels to gather, report and optimize milestone performance
- Implemented comprehensive scrum project management systems to increase team efficiency
- Wrote, designed, and formatted all english content and written communications - blog, ebook, social media, copywriting and informational materials

PRESIDENT | AIESEC ARIZONA STATE | PHOENIX, AZ | JAN - DEC 2013

As the world's largest student-run organization based in university chapters within 110 countries, AIESEC promotes leadership development and cultural understanding by exchanging students on paid internships. As a member of AIESEC for 5 years, I visited 14 countries and attended over 20 international leadership development conferences.

- Managed committee of 50 student volunteers, five-person executive board team, and board of advisors
- Increased lead generation by 250%, Increased customer conversion rate by 103%
- Facilitated over 100 hours of training sessions in marketing, leadership, team management, and operations

Education

MASTERS OF INTERNATIONAL MARKETING

HULT INTERNATIONAL BUSINESS SCHOOL | SAN FRANCISCO, CA | 2015

- GPA: 3.45
- Rotation education at campus in London, England
- Action Project: Designed content marketing strategy for Elefant Designs

BACHELOR OF ARTS IN POLITICAL SCIENCE

ARIZONA STATE UNIVERSITY | PHOENIX, AZ | 2013

- Minor in U.S History;
- Certificate in International Studies;
- GPA 3.23

References

JOHN DURHAM

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KEITH MILLER

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