



# BRIAN DUGAN

## MARKETING

### CONTACT

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WWW.BRIANDUGAN.ME

### SKILLS

- |                       |                     |
|-----------------------|---------------------|
| • Facebook Ad Manager | (Proficient)        |
| • Twitter Ads         | (Proficient)        |
| • LinkedIn Ads        | (Proficient)        |
| • Spredfast           | (Proficient)        |
| • Netbase             | (Proficient)        |
| • Tableau             | (Proficient)        |
| • ArcMap              | (Proficient)        |
| • Excel               | (Proficient)        |
| • Cision              | (Proficient)        |
| • Python              | (Working Knowledge) |
| • HTML                | (Working Knowledge) |

### PROFILE

I am a recent graduate of the University of Missouri with a B.S. in Business Administration (Marketing), a B.A. in Political Science, and a minor in Geography. During my time at Mizzou, I co-founded two start-up businesses, volunteered over 250 hours at various non-profits, and won multiple student competitions. I am interested in applying innovative marketing tactics to the new era of data-driven marketing campaigns.

### EXPERIENCE

#### SOCIAL & INNOVATIONS INTERN

FLEISHMANHILLARD | JUNE 2018 - AUGUST 2018

- Executed end-to-end Facebook, Twitter, and LinkedIn paid social media campaigns
- Analyzed performance of social campaigns and drafted monthly reports providing insights and recommendations
- Drafted content on behalf of several clients in healthcare and technology industries

#### SOCIAL MEDIA INTERN

ST. LOUIS AQUARIUM & LHM HOTELS | DEC 2018 - JAN 2019

- Drafted and posted content on behalf of LHM Hotels and future content for the new St. Louis Aquarium
- Conducted market research and provided competitor analysis for the St. Louis Aquarium

#### CO-FOUNDER

SPECTRA NEWS | JAN 2019 - PRESENT

- Worked with a team to develop a global news aggregate that provides built-in translation services
- Coordinated the development, profit model, and marketing strategy for Spectra News

#### CO-FOUNDER

LOST IN THE SAUCE LLC | AUG 2018 - PRESENT

- Created, managed, and staffed a specialty sauce store operated within the Mizzou Student Center
- Organized marketing events such as festivals, competitions, and BBQ's

### EDUCATION

#### BA IN BUSINESS MARKETING & BA IN POLITICAL SCIENCE

UNIVERSITY OF MIZZOU | 2015 - 2019

GPA: 3.3

### AWARDS & LEADERSHIP

1ST PLACE IN THE 2018 TIGERHACKS COMPETITION

WINNING TEAM IN THE MEMORIAL UNIONS  
ENTREPRENEURSHIP PROGRAM

COMPETITOR IN THE 2019 RJI STUDENT COMPETITION

AWARDED AS A 2018 KINDER SCHOLAR AND ACCEPTED INTO  
THE OXFORD FELLOWSHIP BY THE KINDER INSTITUTE

HELD FIVE LEADERSHIP POSITIONS WITHIN THE SERVICE  
FRATERNITY ALPHA PHI OMEGA