

# BRIAN CHAPPELL

Professional Experience

- ✉ See email
- ✉ [brianc@brianchappell.com](mailto:brianc@brianchappell.com)
- 🌐 Blog
- 📍 Raleigh, NC, USA



Full Stack Marketer and Product Developer.

## WORK EXPERIENCE

### Director of Marketing

GoTickets.com | 2005 - 2008

Competitive 2ndary Ticket Broker competing against the largest Ticket Brokers in the USA. Topping out at #3 in 2008. Acquired by Pfigstein Partners.

- Created initial link system to monitor link efforts as part of GoTickets.com

### Owner / Lead Strategist

AdaptMarketing.com | 2008 - 2022

Managed and led digital marketing agency for over 10 years and 50+ clients. Managed team of 12. Acquired by CopyPress in 2022.

- Developed link and content promotion tools.

## PROJECTS

### BullionMax

Financial project

Managed the Inventory / Content / Search for a Gold/Silver dealer launch

### BitIRA

Financial project

Cryptocurrency IRA investment product

### Promote Device

Healthcare project

Healthcare lead generation company

### Buildium

SaaS project

Property management software

### Raven Tools

SaaS project

SEO tools

### Ignite Social Media

Services project

Social media agency

## EDUCATION

BS

Virginia Tech

2000-2005 (yes, the Michael Vick era)

## AWARDS

Professional Business Seller™ I

AdaptPartners.com

2016

Professional Business Seller™ II

AdaptMarketing.com

2022

## SKILLS

B2B

SaaS

Ecommerce

Search Marketing

Wordpress, googleAnalytics, GAds, Bing & LinkedIn Ads

## LANGUAGES

Chappellisms (Fluent)

English (Fluent)

Marketing-Dev speak (Fluent)

## INTERESTS

Horses

Costa Rica

Fungi

Bugs

Trees

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