

# BRIAN CHAPPELL

Resume

✉ See email  
✉ brian@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, GA, GAds, FB Ads, LinkedIn Ads

## LANGUAGES

Chappellisms (Fluent)  
English (Fluent)  
Marketing-Dev speak (Fluent)

## INTERESTS

Horses  
Costa Rica  
Fungi  
Bugs  
Trees

🐙 /brian-chappell 📧 @brianchappell