

BRIAN CHAPPELL

Professional Experience

- ✉ See email
- ✉ 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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