





# Isaiah C. Chandler

BRAND MANAGER &  
STRATEGIC MARKETER

Largo, FL

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LinkedIn Portfolio

## KEY IMPACT

### \$1M+ ARR

GENERATED

Secured via strategic execution of 1,400+ SaaS deals.

### Efficiency

RESOURCE OPTIMIZATION

Reduced production time & costs via AI/Dev workflows.

### 25% Lift

CTR GROWTH

Achieved through research & creative optimization.

"Business development and strategic marketing professional with a proven track record of driving revenue growth, building partnerships, and scaling client programs. Skilled in prospecting and pipeline management, recognized for blending data-driven strategy with creative problem-solving to exceed targets."

## Professional Experience

- Brand Manager

Apr 2025 – Present

Attention Grabbing Media | Largo, FL

Lead strategist for a **\$360k+/yr contracted portfolio** across 5 high-value verticals (Healthcare, SaaS, Science, Construction).

  - Direct a remote team of junior editors/designers, overcoming language barriers to ensure high-quality output.
  - Utilize **HTML and Three.js** (via AI workflows) to design interactive emails, landing pages, & animations/models reducing reliance on devs.
  - Spearhead marketing plans including discovery, creative direction, and upsell strategies.
  - Leverage AI tools (Descript, HeyGen, Gemini, ChatGPT) to produce high-volume multimedia assets.
- Business Dev & Campaign Strategist

Mar 2024 – Apr 2025

ThumbStopper | Tampa, FL

Generated **\$1M+ in recurring revenue** through strategic campaign execution and enrollment.

  - Engineered optimized email campaigns using research-driven design and coding, achieving a **25% CTR lift**.
  - Served as technical resource for junior dev tasks, troubleshooting HTML rendering and integrations.
  - Created onboarding tools and led training sessions for new hires to improve team efficiency.

CORE COMPETENCIES

WEB & TECHNICAL

HTML5 / CSS3

Three.js

Webflow

GoDaddy

CRM & STRATEGY

Salesforce

Pardot

HubSpot

Bullhorn

ClickUp

GoHighLevel

CREATIVE & AI

Adobe CC

Gemini/ChatGPT

HeyGen

Figma

EDUCATION

B.B.A. Business Admin  
Professional Marketing  
University of North Alabama

National Account Executive

Jun 2023 – Mar 2024

Sunbelt Staffing | Oldsmar, FL

- Managed high-value healthcare client accounts using Bullhorn and SalesLoft.
- Exceeded performance metrics through data-driven decision making and strategic outreach.

Territory Marketing Specialist

Mar 2022 – Jun 2023

Techtronic Industries (TTI) | Tuscaloosa, AL

- Executed grassroots marketing events and negotiated retail space for product visibility.
- Trained new hires on brand representation and sales techniques.

Marketing & Outreach Director

Aug 2015 – Mar 2022

Suzanne’s Bakery & Eatery | Athens, AL

- Developed community-focused marketing strategies, increasing local engagement by **40%**.
- Organized seasonal promotions and B2B initiatives to boost sales and brand loyalty.
- Managed customer relationships to foster long-term community support and repeat business.

Projects

Ashbound Studios

Indie game dev support. Leveraging AI & code for web assets. Managed workflow in Jira/Zoho.

YES Group (Non-Profit)

Marketing & Discovery. Conducted demographic research and created print/digital assets.