

# Isaiah C. Chandler

BRAND MANAGER &  
STRATEGIC MARKETER



Largo, FL



isaiahchandler5@gmail.com



256.614.4684



LinkedIn Portfolio

## KEY IMPACT



"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

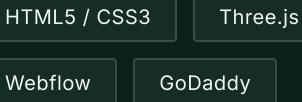
ThumbStopper | Tampa, FL

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

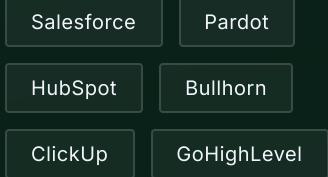
- Engineered optimized email campaigns using research-driven design and coding, achieving a **25% CTR lift**.
- Served as technical resource for junior dev tasks, troubleshooting HTML rendering and integrations.
- Created onboarding tools and led training sessions for new hires to improve team efficiency.

## CORE COMPETENCIES

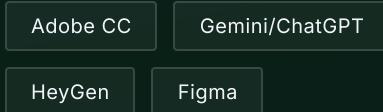
### WEB & TECHNICAL



### CRM & STRATEGY



### CREATIVE & AI



### 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.