

**Joseph Bradley**

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**PROFESSIONAL SUMMARY**

Results-driven aspiring product marketing professional with over a decade of experience driving go-to-market strategy, campaign execution, cross-functional leadership, and stakeholder alignment. Proven success in launching and optimizing marketing programs that align with customer needs and strategic business goals. Currently pursuing an MBA to deepen analytical and financial decision-making skills. Seeking a product management role leveraging expertise in customer engagement, creative execution, and performance improvement within industrial or B2B sectors.

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**EDUCATION**

**University of Tennessee** — MBA (Expected Spring 2027)

**University of Alabama** — B.S. Business Administration, Marketing (2011)

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**PROFESSIONAL EXPERIENCE**

**Martin Retail Group** — *Production Manager, GMC/Buick*

Birmingham, AL • Nov 2020–Present

- Lead execution of national and regional go-to-market strategies across multiple U.S. territories for Buick and GMC.
- Manage campaign lifecycle: ideation, development, stakeholder alignment, and post-launch optimization.
- Coordinate cross-functional resources (creative, sales, legal, production) to deliver on-time, customer-focused deliverables.
- Create and adapt over 200 monthly multimedia assets (video, social, broadcast) aligned with voice-of-customer and strategic goals.
- Champion continuous process improvement, increasing production efficiency and customer satisfaction.
- Support financial tracking and resource allocation related to creative project execution.

**Martin Retail Group** — *Talent Business Manager*

Birmingham, AL • May 2017–Nov 2020

- Directed contract and compliance management for SAG/AFTRA talent across national advertising campaigns.
- Collaborated with producers, legal, and external agents to ensure cost-effective execution within campaign timelines.
- Oversaw financial planning and budgeting for talent usage across broadcast and digital media.

**Martin Retail Group** — *Account Executive (Walmart Account)*

Mar 2013–May 2017

- Led product marketing campaigns for over 1,000 Walmart grand openings, executing localized strategies tailored to market needs.
- Designed cross-channel plans (OOH, print, radio, experiential) with budgets ranging from \$50K–\$100K/month.

- Conducted market research, customer segmentation, and post-campaign reporting to inform ongoing product messaging.
  - Developed targeted messaging and sales tools that increased customer engagement and drove in-store traffic.
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## SKILLS & EXPERTISE

- Product Strategy & Development
  - Value Stream Mapping
  - Cross-Functional Collaboration
  - Go-to-Market Planning
  - Process Management/Improvement
  - Marketing Campaign Management
  - Sales Enablement & Training Content
  - Microsoft Office Suite (Excel, Word, Teams)
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## ADDITIONAL EXPERIENCE

- **DEI Board Member** – Martin Retail Group
  - **Co-Founder** – Sidekicks Sneaker Shop (Retail/Branding Strategy)
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## CERTIFICATIONS & DEVELOPMENT

- MBA Candidate – University of Tennessee
- Ongoing coursework in Strategic Marketing, Financial Analysis, and Data-Driven Decision Making