

# MICHAEL BRUDERER

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## MARKETING AND ADMINISTRATION

■ KEY ACCT MANAGEMENT ■ STRATEGIC THINKING ■ BRAINSTORMING ■ GRAPHIC ARTS ■ CONTENT CREATION

Proactive, persistent, intuitive, results-driven professional with a proven track record of delivering successful outcomes and memorable customer encounters. Consummate team player who conceives and deploys creative process improvement solutions to overcome challenges, improve collaboration, increase operational efficiency and enhance profitability. A dedicated, trustworthy partner who eagerly embraces new initiatives, role expansion and opportunities, with a unique ability to bring order out of chaos.

- Maintained 90%+ international client retention rate during broker dealer transition
- Created, reviewed and sent traffic instructions for national campaign to TV stations across all 50 states within 3 days
- Instituted company policy change regarding minimum credit card purchases
- Reached 48K views/700+ likes for Instagram video with account having 418 followers
- Built a comprehensive client database, utilizing a Salesforce platform

### *Demonstrated strengths in:*

- Leading Change
- Resource Implementation
- Organization & Administration
- Oral and Written Communication
- Engineering Client Success
- Product inventory management
- Distilling and Synthesizing Information

## EMPLOYMENT/PROFESSIONAL EXPERIENCE

### Sketchy's Smokehouse, Paramus, New Jersey

02/2021 – 05/2023

#### Owner & Operations Director

- ◆ Developed recipes, product packaging & labeling for all SKUs
- ◆ Designed company logo & product logos utilizing Inkscape design program
- ◆ Developed all new products (Including recipe formulation, & product testing with sample audiences)
- ◆ Recorded & edited all video assets
- ◆ Created/managed social media pages
- ◆ Created company website & ongoing marketing strategy; overseeing growth/strategy changes as necessary
- ◆ Managed product inventory, company assets & company budget
- ◆ Conducted market testing for all past, present and future products

### Doosan Machine Tools America, Pine Brook, New Jersey

02/2022 – 05/2022

#### Marketing Coordinator

- ◆ Maintained, updated, managed access to, and optimized company sales enablement tools (I.E. Showpad)
- ◆ Co-managed departmental budget; compiled budget components, processed department invoices and applied invoices to budget
- ◆ Distributed updated product inventory list and leads to sales network of 200+ salespersons
- ◆ Forwarded communications and collaborated with upper management to execute policy decisions/strategic planning
- ◆ Initiated and executed initial trade show planning including hotel reservations, brand application, awards & logistics
- ◆ Managed promotional item inventory including review for brand compliance, distribution and discarding non-compliant items
- ◆ Planned & recorded marketing video assets for tech tips video series
- ◆ Contributed to weekly action item review meeting
- ◆ Reviewed website for necessary updates/reported to agency on needed changes & organized/digitized department physical files

### Corinthian Media, New York, New York

02/2019 – 01/2021

#### Key Accounts Manager

- ◆ Generated weekly detailed campaign-metric reports
- ◆ Cataloged company invoices & generated all monthly client billings for the agency
- ◆ Coordinated with TV stations nationwide, sending/receiving "traffic instructions" & client commercials; ensured prompt airing
- ◆ Handled updates/revisions to traffic instructions with all corresponding TV stations
- ◆ Optimized working spaces & processed all outgoing mail
- ◆ Optimized/organized shared computer drive; created filing & naming systems

### United Nations Federal Credit Union, New York, New York

08/2018 – 12/2018

#### Financial Advisor's Assistant

- ◆ Assisted Financial Advisors in client transition/onboarding & updated global client records
- ◆ Facilitated all outgoing mail/documents
- ◆ Onboarded 100+ existing accounts onto new investment platforms
- ◆ Contacted outside brokerage firms & insurance carriers to coordinate client suitability/account transfer paperwork

### Hillcrest Garden Inc., Paramus, New Jersey

01/2018 – 08/2018

#### Billings Clerk/Administrative Associate

- ◆ Posted all client payments into multiple locations & audited internal accounting

- ◆ Provided assistance to in-store clients and by phone
- ◆ Recorded video assets & wrote scripts for company YouTube videos
- ◆ Confirmed and invoiced/reinvoiced all outgoing orders
- ◆ Managed daily store cash receipts & processed all outgoing mail

**United Nations Federal Credit Union, Long Island City, New York**

**06/2017 – 09/2017**

**Marketing Associate**

- ◆ Reviewed/appraised UNFCU website and Digital Banking Services
- ◆ Suggested and guided graphic design revisions
- ◆ Assisted with tagline creation for ads/activated spaces & conceived tagline/slogan for a fundraising event
- ◆ Created copy for social media and interactive postings
- ◆ Designed/installed new conference room banner

**J.G. Beacham Electric, Savannah, Georgia**

**10/2016 – 01/2017**

**Social Media Coordinator**

- ◆ Created daily company Facebook posts
- ◆ Increased initial followership by 30%

**Critter Outfitter, New York, New York**

**06/2009 – 09/2009**

**Local Promoter**

- ◆ Posted print ads/flyers by hand within a 5-mile radius & gained experience in local marketing
- ◆ Developed relationships with local pet owners/potential customers & raised awareness concerning product/staff quality

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**EDUCATION & CERTIFICATIONS**

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**Savannah State University (Savannah, Georgia)**

**2012 - 2016**

- Bachelors of Business Administration/Focus in marketing
- Graduated Cum Laude with 3.18 GPA in business curriculum
- AACSB accredited historic University

**Fiorello H LaGuardia High school of Music & Art and performance art (New York, New York)**

**2005 - 2009**

- Specialized Art High School Degree
- Graduated with 92% average across state & school specialized curriculum

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**INFORMATION TECHNOLOGY, LANGUAGES AND SKILLS**

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- Bilingual (Spanish)
- Microsoft office suite (Word, Excel, PowerPoint), Google Suite & One Drive (Outlook, Sharepoint, etc.)
- Familiar with CRM softwares (Showpad, Salesforce & Hubspot)
- Design experience & familiarity with Inkscape design program
- Instagram & TikTok content creation including video editing via Inshot app
- Familiarity with podcast recording
- Learns at an accelerated pace
- Personable, patient, detail oriented

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**VOLUNTEER EXPERIENCE**

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**Savannah Hockey Club (Savannah, GA)**

**2012 - 2017**

- Board Treasurer
- Weekend Assistant Coach

**Art rise Savannah (Savannah, GA)**

**2015 - 2016**

- Assisted in show setup and break down
- Unpacked art and transported important materials for the gallery

**Tybee Lighthouse (Savannah, GA)**

**2014**

- Organized/cleaned the building and showroom
- Rebuilt broken sections of property fence
- Trimmed tree branches and conducted yard work