

WILLIAM S. BRASHER

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FULL STACK WEB DEVELOPER

Full Stack Web Developer with an obsession for using technologies to solve problems and create innovative and user-friendly web applications. Well-versed in applying extensive marketing and retail background to deliver insightful assessments regarding end-user interactions with web sites and software platforms. Dynamic leader and experienced project manager that thrives in a fast-paced environment, is an outstanding communicator and enjoys team collaboration to help meet business goals.

TECHNICAL SKILLS

HTML5 | CSS3 | JavaScript | jQuery | Node.js | Bootstrap | Responsive Design | Handlebars

MySQL | Mongo DB | Express.js | React.js | Firebase | Heroku | Git | Github Pages | JSON

PROJECTS

Friend Finder – [Live Demo](#) | [Github Repo](#) 2019

A full-stack web application

- Friend Finder is a compatibility-based site that takes in results from user survey data and compares it to answers from other users and provides the best possible match.
- Tools used: HTML5, CSS3, Bootstrap, Node.js/NPM, Express.js & Heroku

Liri Bot – [Live Demo](#) | [Github Repo](#) 2019

Command Line Interface application

- A command line node application that utilizes calls to the OMDb (Movies), Bands-In-Town (Concerts), and Spotify (Music) APIs to provide information based on user search requests.
- Tools used: JavaScript, Node.js, Axios, Moment.js & Spotify/ Bands-In-Town/OMDb

Interactive Trivia Game – [Live Demo](#) | [Github Repo](#) 2019

Online trivia game (Game of Thrones theme)

- An interactive trivia game web application that utilizes JavaScript for the logic and jQuery to manipulate the HTML.
 - Tools used: HTML5, CSS3, Bootstrap, JavaScript & jQuery
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EXPERIENCE

IHOP (Dine Brands Global), Fort Worth, TX 2014-2018

Regional Marketing Manager

Increased sales and traffic by designing corporate-aligned marketing and media programs for 266 restaurants, 33 co-ops, and 50 franchise owners. Strengthened the IHOP brand by leveraging customer analytics to develop focused marketing strategies and campaigns. Oversaw all media planning, outside agencies, franchise relations, and \$8 Million budget.

- Created the most successful gift card promotion in company history, generating \$1.4 Million in revenues over six weeks.

- Conceptualized, negotiated, and implemented a Major League Baseball (MLB) sponsorship/sweepstakes program that exceeded sales and traffic objectives by 5%.
- Delivered 60 weeks of positive regional comp sales through the effective execution of innovative marketing and media initiatives.

Wunderman, Chicago, IL

2007-2014

Account Supervisor

Improved top and bottom-line results for 1,600 Burger King restaurants in 62 markets by leading the creation of high-impact advertising, marketing, and media programs. Managed the in-house team, ten agency partners, and a \$10 Million budget. Mentored and developed junior staff in field marketing strategies.

- Grew territory into one of the top regions nationwide by delivering seven years of overall comp growth. Original territory was expanded from 5 to 15 states due to superior performance.
- Created innovative local sponsorships, branding programs, and in-store merchandising initiatives, such as the rebranding of the Double Whopper with the U. of Oklahoma football logo/colors, that drove store traffic, increased average consumer spend, and comp. growth.
- Increased sales by 8% in key international markets by managing promotional program with NASCAR and top driver, Tony Stewart.

Noble BBDS, Chicago, IL

2005-2006

Account Supervisor

Expanded market share for national clients of leading, independently owned advertising firm. Developed original marketing solutions and executed media and advertising campaigns. Directed 20+ marketing, creative, and product management employees. Managed ~\$3 Million budget.

- Increased agency's account revenue 80% by creating the first integrated marketing plan for the company's largest home and building products client, United States Gypsum (USG).
- Convinced USG to develop its first B2B online marketing platforms, increasing direct touch-points with customer decision makers and leading to the successful launch of a new building product.

EDUCATION

Full Stack Web Development Certificate (August '19)

Southern Methodist University, Dallas, TX

A rigorous 24-week program that focused on providing technical programming skills in full-stack (MERN) web development.

Bachelor of Arts, Communication

University of Texas At Arlington, Arlington, TX