

# Bill Brasher

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## STRATEGIC MARKETING & ADVERTISING EXECUTIVE

### *Breakthrough marketing solutions that drive top-line growth and brand awareness*

- Results-focused marketing and advertising executive who drives top-line growth for major global and national brands by creating innovative campaigns integrated across traditional, digital, and social channels.
- Insightful, analytics-driven marketer who immerses himself in the business to understand current needs and limitations to develop advertising strategies that increase territory sales and traffic.
- Dynamic leader who creates high-performing teams by fostering deep collaboration between key stakeholders including senior management, agencies, in-house staff, and franchisees.

***Bill is a forward-thinker, always anticipating client needs in an ever-changing, face-paced work environment. He delivered excellent advertising, media, and local marketing plans that focused on top sales growth. Bill is strategic, intuitive, personable, fun, and passionate about what he does. Any company would be lucky to have him as part of the team. Heather Espina, Field Marketing Executive***

Marketing Strategies | Advertising | Social Media | Digital Marketing | Agency Management | Branding  
Team-Building & Leadership | National & Field Marketing | B2C Messaging & Communications  
B2B Marketing | Project Management | Budgeting | Retail Sales Promotion | Cross-Platform Campaigns  
Partner & Franchisee Relations | Merchandising | Account Management

## PROFESSIONAL EXPERIENCE

ZIMMERMAN ADVERTISING, Ft. Lauderdale, FL

2018

### **Account Director**

Drove sales and revenues at 900+ McDonald's locations by leading all advertising and marketing efforts for local Co-Op region. Managed four partner agencies, a \$7 Million budget, and three direct reports to produce and deliver marketing and media strategies across traditional, social, and digital channels.

- Grew local comp sales 8%-10% and comp traffic 6%-8% by refocusing regional marketing campaigns and increasing engagement with regional franchises.
- Created new marketing communication protocols, adopted by regions across the company, that enabled franchises to maximize the local value of national/regional marketing campaigns.

IHOP (DineEquity Inc.), Ft. Worth, TX

2014-2017

### **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/BURGER KING, 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.

THE INTEGER GROUP (Omnicom), Des Moines, IA

2002-2005

**Account Supervisor**

Led national and field marketing account for the Pella Windows & Doors' retail division. Trained and managed a dedicated team of field marketing professional and supervised all partner agencies. Oversaw all marketing and advertising campaigns from concept through delivery and managed a \$9 Million budget.

- Grew agency account revenue from \$200,000 to \$1.5+ Million by increasing Pella account spend.
- Increased customer satisfaction to 97% and distributor campaign participation by 60% through the creation of innovative ad campaigns, online sweepstakes/promotions, email marketing, and direct-mail campaigns.
- Lowered Pella direct mail costs by approx. 50% while increasing annual mail volume from \$200,000 to 10+ Million by restructuring direct mail operations and replacing vendor.
- Awarded a Gold Addy for Retail Radio, a Silver Addy for Retail Magazine Advertisement, and recognition in *Inside Direct Mail*, for various Pella campaigns.

BRANN FORBES ADVERTISING AGENCY (EURO RSCG), Dallas, TX

1999-2001

**Senior Account Executive**

Recruited to establish a new national account for Rent-A-Center. Managed media and marketing campaigns for Rent-A-Center and other assigned clients.

- Created marketing strategy for the successful opening of 500+ new Rent-A-Center locations.

**EDUCATION****Bachelor of Arts**, Communications

UNIVERSITY OF TEXAS AT ARLINGTON, Arlington, TX