

JONATHAN BRANNAN

A results-driven marketing professional, seeking to use proven digital marketing and business development skills to deliver marketing excellence to the sport industry. Who has successfully developed 3 multinational businesses and implemented over 30 marketing strategies for organizations across 9 countries.



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www.Brannan27.com

EDUCATION

UNIVERSITY OF SAN FRANCISCO

M.A. Sport Management

MASSACHUSETTS INSTITUTE OF TECHNOLOGY (M.I.T.)

Computer Science & Programming Training

BABSON COLLEGE - FRANKLIN W. OLIN GRADUATE SCHOOL OF BUSINESS

Entrepreneurial Leadership Fellow

GLASGOW CALEDONIAN UNIVERSITY

B.A. Management Technology & Enterprise with Honors

TOYOTA ENGINEERING CORPORATION

Kaizen Lean Management Training

CONSULTANCY PROJECTS

BACKPACKER ALPHA | TOKYO, JAPAN

Market Research Consultant

FREELANCE | SYDNEY, AUSTRALIA

Digital & Social Media Consultant

AUTRA | LOS ANGELES, CA

Investment Advisor

BUSINESS DEVELOPMENT PROJECTS

STARTUPBOOTCAMP | AMSTERDAM, NL

Start Up Researcher

BLUE BIRD SUITCASES | GLASGOW, UK

Supply Chain Director

SHOE STRING SPORTS | GLASGOW, UK

Founder & Business Development Manager

SOFTWARE

Microsoft Suite; Google Suite; Apple Suite; Salesforce; HTML; CSS; Google Analytics; LinkedIn Sales Navigator; Facebook Analytics; Facebook Page Insights; Twitter Analytics; Pinterest Analytics; Google Analytics; YouTube Media Analytics; Tableau; Domo; Crimson Hexagon

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant | 2018 - Current

Brannan27 | Greater Los Angeles, CA

- SEO, social media, marketing, & business development consultancy for client across multiple industries
- Outreach, client relationship building, & project management
- Sport & sport business writing – weekly articles and an upcoming podcast

Client Relations | 2018

True Capital Management | San Francisco, CA

- Managed financial portfolios for professional NBA athletes, #1 draft picks & \$20M+ clients.
- Reported weekly data to highlight successes & opportunities for growth.
- Collaborated with third party agencies & influenced the use of new software & partner agencies.

FOUNDER & HEAD OF MARKETING | 2012 – 2017

Blue Merle Clothing | Glasgow, UK

- Nurtured relationships with multiple investors, which lead to \$1 million in funding being raised.
- Developed the business' email marketing & social marketing automation, helping develop the company's \$8 million in sales revenue.
- Managed the relationship with key partners, conducting weekly meetings to review open & new issues while driving for resolutions.
- Orchestrated the implementation of feedback & analysis system for clients & customers. Constantly searched for new ways to improve upon overall marketing goals including exploring new channels to expand the business.

MARKETING & COMMUNICATIONS MANAGER | 2014 – 2015

J & T Sports | Glasgow, UK

- Planned, implemented, & evaluated marketing campaigns, owning all budgets & deadlines, across multiple digital channels.
- Drove revenue of VIP private events for the FIFA World Cup, Commonwealth Games, Rugby World Cup, NRL & AFL.
- Managed events that hosted 3,000+ customers & oversaw the implementation of client brand activations.

MARKETING & COMMUNICATIONS ADVISOR | 2014

Media Works | Auckland, New Zealand

- Developed the brand's social channels & influenced partner's channels including Twitter, Facebook, YouTube. Created SEO, SEM, & retargeting strategies with a multitude of 3rd party partners.
- Collaborated with advertising partners to ensure the best possible ROI for radio marketing, utilizing in-market promotions & in-arena activations.

MARKETING & COMMUNICATIONS ADVISOR | 2014

Construction Cost Consultants | Auckland, New Zealand

- Developed & activated strategic marketing campaigns to increase revenue by 230%.
- Managed the creative development of traditional marketing methods including radio, television & promotional events.
- Became the central point for all public relations communication with media outlets & the New Zealand government.