

# Brandon Lee

*Senior Solutions Architect, Digital Marketer*

Phone: (615) 270-3605

Website: [bsldesigns.com](http://bsldesigns.com)

Email: [bsldesigns@gmail.com](mailto:bsldesigns@gmail.com)

---

Leader and digital marketing self-starter. I build customer experiences through marketing strategy and automations that impact the bottom line. I'm a creative problem solver who uses data-inspired solutions to further brands and businesses.

## Experience

### Merkle

MARCH 2021 - PRESENT

Senior Architect, Salesforce Marketing Cloud

Business and technical marketing consultant for multiple clients. Operating as digital tech lead focusing on SFMC. I work between the account management and operations teams to design and deliver high-quality, scalable solutions. (Salesforce, Marketing Cloud, Workfront)

### Valvoline

OCT. 2019 - MARCH 2021

Marketing Cloud Manager

Leading customer experience and digital transformation by providing end-to-end business solutions and thought leadership. Delivering compelling integrated marketing strategy and analytics across business units. (Salesforce, Marketing Cloud, Datorama)

### Digital Marketing Consultant

MAY 2009 - PRESENT

Owner, Entrepreneur

#### BSL Designs 2009 - Present

Establish marketing strategy and execution for small business owners through targeted branding initiatives. Core competencies in SEO, social media, digital media buying, design, and advertising. [bsldesigns.com](http://bsldesigns.com)

#### Neckidwood 2010 - Present

Manage creative projects, events, and collaborations. Outline critical goals and build a unique brand and idea. Oversee daily operations, lead generation, and customer retention. Work with clients to develop beautiful custom engravings.

[neckidwood.com](http://neckidwood.com)

#### Haft Outfitters 2016 - Present

Online retailer of premium outdoors and defense gear. Analyze online search intent and market trends for the outdoor community. [haftout.com](http://haftout.com) (WordPress, WooCommerce)

### Quest Oracle Community

FEB. 2019 - OCT. 2019

Senior Manager, Digital Marketing

Responsible for developing and executing Quest's online customer engagement and

conversion strategy. Create engagement marketing programs that raise brand awareness, drive traffic and increase conversion within the Oracle Cloud, JD Edwards, PeopleSoft, and Database & Technology user communities. (Salesforce, Eloqua)

---

## **University of Kentucky**

SEPT. 2017 - FEB. 2019

Communications Director

Primary marketing and communications manager for prospect-facing business units including the Office of Admission. Lead multi-channel marketing production and strategy. Deliver strategic university goals through direct, digital, social media, and email marketing. Primary liaison between UK PR and Marketing, outside agencies, and other university offices. (Salesforce, Marketing Cloud)

---

## **United Structural Systems, Inc.**

JUNE 2015 - DEC. 2016

Marketing Director

Retool marketing programs with a strong emphasis on digital, lead gen, and nurturing. Collaborate with internal team and partners. Grow and maintain the brand for USS and Titan Products. Give budgetary oversight and report on ROI to stakeholders.

- Plan, implement, and analyze marketing programs and channels. (Google Analytics, Google Ads, Excel, and Sage CRM).
  - Manage website, social media, email, and search marketing (SEM).
  - Optimize website for lead conversion and user experience (UX).
  - Develop digital marketing campaigns with a specific focus on SEO and PPC.
- 

## **ACS Advertising, Inc.**

FEB. 2014 - NOV. 2014

Senior Account Executive

Managed a \$3MM book of business with key agency accounts - national commercial trucking and technology companies. Lead creation, production, and implementation of marketing and advertising projects including print, email, and web strategy. Grew revenue for the agency and clients with traditional ad placements, innovative digital strategies, and media buy.

---

## **Armor Concepts, LLC**

OCT. 2012 - AUG. 2013

Marketing Director

Hired for lead generation and brand awareness, this position grew to manage sales, customer service, and day-to-day operations. Defined, managed, and implemented JIT inventory processes, purchasing, and fulfillment. Worked with vendors and designers to ensure web, print and product packaging bared a consistent and influential image in the marketplace. (NetSuite, ExactTarget)

---

### *Education*

## **Centre College**

Bachelor of Arts, Economics, Art Studio Emphasis

Activities and Societies: Economics Society, Centre Outdoor Recreation and Service,  
Diversity Student Union, XXV, Cross Country, Track and Field

---