

# Brandon Lee

*Data-Informed Marketing Director*

Phone:	615-270-3605
Address:	2052 Osborne Road Mount Sterling, KY 40353
Website:	<a href="http://bsldesigns.com">bsldesigns.com</a>
Email:	<a href="mailto:bsldesigns@gmail.com">bsldesigns@gmail.com</a>

Digital marketing and creative self-starter with experience in diverse and demanding, high-level roles. Creative problem solver and leader with the ability to drive revenue and data-inspired solutions for your brand or business.

## Experience

### University of Kentucky

SEPT. 2017 - PRESENT

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 on strategic university goals through direct, digital, social media, and email marketing. Primary liaison between UK PR and Marketing, outside agencies, and other university offices.

### Digital Media 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)

### United Structural Systems, Inc.

JUNE 2015 - DEC. 2016

Marketing Director

Retool marketing programs with a strong emphasis on digital, drive lead generation and nurturing. Collaborate with internal and external departments. Grow and maintain the brand for USS as well as sister company, Titan Products, Inc. Give budgetary oversight and report on ROI to stakeholders.

- Plan, implement and analyze marketing programs and channels. (Google Analytics, AdWords, 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 specific focus on SEO and PPC.
- Work with Sales and Customer Service to overhaul IT and CRM systems.
- Evaluate customer research, market conditions, and competitor data.

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## **ACS Advertising, Inc.**

FEB. 2014 - NOV. 2014

Senior Account Executive

Handled the agency's largest book of business totaling nearly \$3MM in annual ad spend. Accounts comprised of national commercial trucking and technology companies. Managed creation, production, and implementation of marketing and advertising projects including print distribution, email campaigns, and websites. Grew revenue for the agency and clients with key traditional ad placements and innovative digital strategies and media buys.

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## **Armor Concepts, LLC**

OCT. 2012 - AUG. 2013

Marketing Director

Responsible for lead generation and brand awareness initially. This position quickly rose to encompass nearly all facets of day-to-day business. Defined and implemented the processes of outsourced fulfillment. Oversaw purchasing and inventory turns. Worked with a variety of vendors, designers, and specialists to make sure our website, print work, and product packaging bared a consistent and influential image in the marketplace. Later responsible for Sales, Customer Service, and affiliate performance.

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## **Apollo Oil, LLC**

JUNE 2003 - OCT. 2012

Marketing & Operations Director, Various Titles

### **Marketing & Operations Manager 2011 - 2012**

Lead contact for all mid-Ohio operations. Managed a \$1.5M cycling inventory and staff. Integral in warehouse setup and management of inventory, personnel, and routing. Provided unique process solutions and strategies that have since been administered company-wide. Launched corporate re-branding for private label packaging and development of eCommerce.

### **Various Positions, Highlights 2003 - 2011**

- Territory Business Manager - Grew regional gross profit 30% YOY
- Special Projects Manager - Developed, trained and implemented new in-house quote and pricing module in collaboration with Sales and IT
- Assistant Director of Purchasing - Drove fulfillment rating to 98%

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## *Education*

### **Centre College**

2005 - 2009

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

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