

Brandon Rhea

Greater Phoenix Area

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Summary

As a Digital Marketing Expert, I leverage my +12 years of experience and skills in social media management, web design, video editing, and digital advertising to drive brand awareness and engagement for clients in various industries. I have a passion for creating and executing innovative and effective digital marketing strategies that align with the client's goals and vision.

I have degrees in Advertising and Public Relations with a focus in Photography from Northern Arizona University, and I am highly proficient in TapClicks, Teamwork, Constant Contact, Photoshop, InDesign, Lightroom, WordPress, Wix, Vegas Pro, and Canva.

Experience



Founder | Growth Marketing Director

Digital Concepts

Apr 2020 - Present (3 years 11 months)

Social Media Strategy & Engagement:

Orchestrated comprehensive social media campaigns across platforms (TikTok, Facebook, Instagram, Twitter, LinkedIn) with a focus on content strategy, scheduling, and community management, significantly boosting client engagement, brand visibility, and traffic to website.

Video Marketing & Production:

Produced a variety of video content (product demos, commercials, event recaps, promotional materials) utilizing Sony Vegas, effectively enhancing brand storytelling and audience engagement.

Event Management & Promotion:

Directed end-to-end event planning and execution, including budgeting, vendor relations, sponsorships, and real-time social media marketing, resulting in heightened brand recognition and community involvement.

Graphic Design & Visual Branding:

Crafted compelling visual content for social media, websites, and print materials using Adobe Creative Suite, driving increased user interaction and sales conversions.

Photography & Content Creation:

Captured and edited high-quality photographs for diverse digital and print mediums, supporting robust visual storytelling and brand aesthetic.

Digital Advertising & Conversion Optimization:

Masterminded and managed diverse digital advertising initiatives using Facebook Ads and Google Ads, employing A/B testing and analytics to refine ad strategies and maximize ROI.

Website Development & Optimization:

Spearheaded the design and launch of multiple responsive websites on WordPress and Wix, enhancing user interface (UI) and user experience (UX), leading to extended time spent on websites and click-through to other pages.

Project Management & Client Satisfaction:

Consistently delivered projects within deadlines, surpassing client expectations with exceptional attention to detail and a commitment to quality.



Digital Marketing Manager & Sales Lead

Forty8 Live

Jun 2023 - Oct 2023 (5 months)

Strategic Digital Marketing Initiatives:

Devised and implemented comprehensive digital marketing plans, significantly boosting brand awareness and user engagement.

Social Media Management & Optimization:

Oversaw all social media channels, executing daily content posting, scheduling, and real-time adjustments to enhance reach and impact. Predominantly on TikTok, Facebook, and Instagram.

Targeted Facebook Group Strategies:

Executed specialized Facebook Group strategies to engage distinct audience segments, enhancing campaign effectiveness and audience targeting.

Paid Advertising & ROI Maximization:

Developed and managed robust paid advertising campaigns across Google, Meta, and TikTok, focusing on driving traffic, lead generation, and conversion optimization.

Customer Engagement & CRM:

Ensured prompt and professional responses to direct messages and inquiries on social platforms, maintaining high standards of customer relationship management.

Influencer Marketing & Partnerships:

Orchestrated influencer collaborations to broaden brand visibility and engagement, leveraging influencer networks for brand promotion.

Cross-Promotional Marketing Alignment:

Collaborated with national music entertainers' marketing teams for synchronized promotional strategies, maximizing outreach and marketing synergy.

Data-Driven Campaign Tracking:

Utilized unique tracking codes to analyze campaign performance, specifically identifying strategies driving ticket sales and conversions.

Sales Strategy Development:

Formulated and executed sales strategies, effectively increasing ticket sales and revenue generation.

SMS & Email Marketing Management:

Managed impactful SMS and email campaigns, leveraging concise messaging for promotions, updates, and exclusive offers, resulting in increased customer engagement, response rates, and traffic to the website.

DMO Digital Marketing and Sales Manager

Digital Marketers Organization

May 2020 - Oct 2023 (3 years 6 months)

Trend Analysis & Content Curation:

Actively involved in staying abreast of current digital marketing trends, contributing to discussions and content curation with top digital marketers.

Event Planning & Management:

Played a key role in planning, managing, and executing prestigious events like the Advanced Search Summit and DMO Advanced in Napa and Maui.

Media Production & Management:

Captured key moments through photography and video, managing on-site video coverage to document and showcase event highlights.

Video Editing & Virtual Summit Management:

Edited and managed video segments for virtual summits, ensuring high-quality content delivery.

Lead Generation & Client Support:

Assisted in cultivating leads and directing them to multiple clients, enhancing client engagement and business development.

Content Collaboration with CEO:

Coordinated with the CEO to create engaging and relevant content, tailored to the needs and interests of the DMO community.

Skills: Trend Analysis, Event Planning, Video Production, Social Media Management, Content Curation, Lead Generation, Strategic Collaboration, Media Management.



Social Media Manager

V Digital Services

Apr 2021 - Jun 2023 (2 years 3 months)

Team Leadership & Strategy Development:

Led a team of Social Media Specialists, developing and executing successful social media strategies across multiple brands and industries, significantly enhancing brand visibility and site traffic.

Content Creation & Platform Management:

Generated engaging, tailored content for diverse platforms (Facebook, Instagram, Twitter, Pinterest, Google Business Profile, LinkedIn), boosting user engagement and follower base.

Meta & Facebook Expertise:

Provided expert troubleshooting for Meta and Facebook page ownership issues, enhancing client satisfaction and platform efficiency.

Social Media Advertising & Optimization:

Managed social media ad campaigns, refining targeting and creative elements to align with business goals, enhance engagement, and grow the audience.

Analytics & Performance Improvement:

Analyzed key social media metrics using tools like Meta Insights, SOCi, Google Analytics, and TapClicks, adapting strategies for improved performance.

Client Relationship Management:

Fostered strong relationships with diverse clients, understanding their business objectives and contributing to high client retention rates.

Cross-Departmental Collaboration:

Worked closely with Paid, Design, Account Management, Local SEO, Organic SEO, Sales, and Web Design teams to synchronize social media efforts with broader business goals.

Trend Monitoring & Adoption:

Kept abreast of social media trends and best practices, ensuring brand relevance and effectiveness on digital platforms.

Crisis Management Skills:

Handled social media crises adeptly, safeguarding brand reputation and minimizing adverse impacts.

Organic Reach & Engagement Enhancement: Advised clients on content strategies to boost organic reach and engagement.

Social Media Training & Employee Advocacy:

Conducted social media training for employees, fostering enhanced engagement and brand advocacy.

Culture Club President - 1.5 Years

Photographer/Videographer/Graphic Designer

The Parkinson's Foundation

Sep 2019 - Nov 2022 (3 years 3 months)

Video Production & Management:

Scheduled, recorded, edited, and posted video segments to curate an engaging one-hour virtual experience. Demonstrated proficiency in video editing and content creation, ensuring high-quality and coherent final products.

Event Photography:

Captured dynamic photos of participants during events, showcasing the energy and engagement of the attendees.

Rapid Photo Editing:

Provided fast and efficient photo edits with a 24-hour turnaround, ensuring timely delivery of high-quality images for immediate use.

Promotional Video Creation:

Developed creative promotion videos to advertise virtual events, effectively enhancing event visibility and attendee interest.

Marketing Material Design:

Crafted both digital and print promotional materials, employing design skills to create visually appealing and informative content.

Social Media Collaboration:

Worked in tandem with the chapter Development Manager to create and manage impactful social media posts, contributing to enhanced online presence and audience engagement.

Time Management & Documentation:

Accurately and efficiently documented hours, showcasing strong organizational skills and attention to detail.

Fundraising Success:

Played a pivotal role in the promotion and production of the virtual event video for Moving Day Phoenix, contributing to raising \$66K, which exceeded the fundraising goal by 132%.



Digital Marketing and Sales Manager

Square Egg Entertainment

Oct 2016 - Mar 2020 (3 years 6 months)

Square Egg Entertainment seeks to create dynamic events geared toward geek and niche cultures that bring joy to its attendees, foster friendship among those who attend, and provide opportunities for skill development among its participants. Square Egg Entertainment is the parent company of Phoenix Comicon, Phoenix Fan Fusion, Minnesota Fan Fusion, Vegas Fan Fusion, and Phoenix Fan Fest

Social Media Management & Branding:

Managed social media accounts for all Square-Egg Entertainment conventions and events, including Phoenix Fan Fusion, Minnesota Fan Fusion, and Vegas Fan Fusion, driving increased engagement and brand recognition.

Content Creation & Multimedia:

Spearheaded daily social media content creation, video production for posts and commercials, utilizing creative storytelling and branding.

Paid Advertising Campaigns:

Developed and executed paid ad strategies on Facebook and Instagram, optimizing for maximum reach and conversion.

Community Outreach & Promotion:

Led street team events for community engagement, effectively promoting each event and enhancing local presence.

Email Marketing Campaigns:

Orchestrated targeted email campaigns to engage the existing audience base, using personalized content and calls-to-action to increase engagement and maintain continuous communication.

Collaboration with Partners & Sponsors:

Partnered with various entities to amplify awareness through shared channels, fostering collaborative marketing efforts.

Live Event Marketing & Coverage:

Managed an on-site marketing team for real-time photo and video capture, live social media updates, and attendee experience enhancement.

Event Highlight Production:

Created engaging wrap-up videos to showcase event highlights, enhancing post-event engagement and recollection.

Professional Photo Booth Management:

Oversaw the on-site professional photo booth, coordinating celebrity guest interactions and memorable attendee experiences.



Lead Server and Keyholder

Angry Crab Shack

Mar 2014 - Oct 2018 (4 years 8 months)

Shift Management:

Responsible for opening and closing duties, including setting up, breaking down, and maintaining the restaurant during shifts.

Advanced Service Skills:

Provided an extra level of knowledge and support compared to standard servers, acting as a key team member on the floor.

Guest Experience Enhancement:

Ensured guests received the finest products and services with a friendly and welcoming demeanor, contributing to a distinctive dining experience and encouraging repeat visits.

Closing Money Management:

Entrusted with closing money duties, including counting, balancing, and managing the restaurant's financials at the end of each shift.

Tip Distribution:

Accurately calculated and distributed tips to servers, ensuring fair and efficient tip-out processes in line with shift earnings.

Organizational Skills:

Demonstrated a high level of organization in managing various serving tasks and responsibilities.

Communication & Energy:

Exhibited excellent communicative abilities and maintained a high-energy, positive attitude in a fast-paced environment.

Service Knowledge & Certification:

Knowledgeable in service standards with relevant certifications including Food Handlers Card and Bartending Certification.

Flexibility & Reliability:

Available to work flexible hours and days, demonstrating dependability, punctuality, and honesty.

Skills: Team Leadership, Service Excellence, Effective Communication, Physical Endurance, Industry Knowledge, Flexibility, Guest Relations, Financial Accountability, and Money Management.



Aquatics Pool Manager

City of Surprise

Mar 2008 - Sep 2016 (8 years 7 months)

Managerial Responsibilities:

Staff Management & Scheduling:

Managed staff scheduling effectively using WhenToWork, ensuring optimal staff coverage and operational efficiency.

Training & Development:

Organized and conducted monthly training sessions, enhancing team skills and ensuring compliance with safety standards.

CPR & First Aid Instruction:

Taught CPR and First Aid classes, equipping staff with essential life-saving skills and knowledge.

Head Swim Coach:

Coaching & Development:

Provided coaching to swimmers aged 3 to 18, focusing on skill improvement and personal development.

Performance Tracking & Reporting:

Managed the collection, reporting, and tracking of swimmer times, analyzing performance metrics to guide training.

Stroke Improvement & Feedback:

Offered detailed critiques and tips to enhance swimming strokes and overall performance.

Meet Organization & Execution:

Organized and ran weekly swim meets, coordinating events and ensuring smooth operation.

Competition Preparation:

Prepared swimmers for end-of-summer final competition, focusing on technique refinement and competitive readiness.

Lifeguard:

Certification & Knowledge:

Maintained all necessary lifeguarding certifications, staying proficient in CPR, First Aid, and emergency response.

Safety & Surveillance:

Ensured a safe swimming environment for all patrons, vigilantly monitoring pool activities.

Emergency Response:

Acted swiftly and effectively in water-based emergencies, prioritizing patron safety.

Water Safety Instructor® - Student Lead

Wall Aquatic Center

Aug 2010 - Oct 2014 (4 years 3 months)

As a Water Safety Instructor, I taught American Red Cross swimming and water safety courses, developing the necessary skills to instruct swimmers of all ages and abilities. Through the Aquatic Instructor Training program, I guided recreational swimmers in achieving their goals, enhancing their skills, and ensuring safety in various aquatic environments. The Water Safety Instructor® (WSI™) certification, which encompasses teaching advanced swimming levels, is recognized as the gold standard in swim instruction training.

Core Responsibilities & Training Areas:

Water Safety Education:

Emphasized water safety across various environments including public pools, homes, and natural bodies of water, teaching the Circle of Drowning Prevention and Chain of Drowning Survival.

Hydrodynamics Knowledge:

Covered principles of hydrodynamics, including buoyancy, resistance, movement in water, swimming efficiency, and the laws of levers.

Swimming & Survival Skills:

Instructed basic safety, survival, and swimming skills, focusing on developing water competency in children.

Inclusive Aquatic Instruction:

Tailored teaching methods to safely include individuals with disabilities and other health conditions in aquatic activities.

Advanced Instructional Skills:

High-Level Swim Techniques:

Taught advanced swim skills and stroke mechanics for competitive strokes, starts, turns, and headfirst entries.

Safety & Rescue Courses:

Conducted water safety certification courses, including Safety Training for Swim Coaches and Basic Water Rescue.

Diving Fundamentals:

Instructed fundamentals of diving from diving boards, emphasizing technique and safety.

Aquatic Fitness & Training: Provided training in aquatic fitness, catering to diverse age groups and fitness levels.

Skills: Water Safety Instruction, Hydrodynamics, Lifesaving Skills, Inclusive Teaching, Advanced Swimming Techniques, Emergency Response Training, Diving Instruction, Aquatic Fitness.

Marketing Department Specialist

Campus Recreation Services

Aug 2013 - Aug 2014 (1 year 1 month)

Advertisement & Promotion:

Created and disseminated advertisements to inform students, staff, and community members about upcoming events, programs, promotions, classes, and news related to NAU campus recreation.

Event Planning & Fundraising:

Successfully planned and executed Pink Week, a community event aimed at raising funds for Breast Cancer research, garnering \$5,645 in contributions.

Graphic Design & Collaboration:

Coordinated with five departments for graphic design needs, ensuring cohesive and effective visual communication for various events.

Social Media Management:

Managed regular posts on social media platforms including Facebook, Twitter, and Instagram, engaging the campus community and promoting campus recreation events.

Photography & Engagement:

Captured photos of students enjoying Rec Center amenities, utilizing visual storytelling to showcase the vibrant campus life.

Contest Organization:

Organized contests to promote events, enhancing student involvement and event visibility.

Feedback Collection & Analysis:

Documented participant numbers and gathered feedback to assess event success and inform future improvements.

Branding Initiative Contribution:

Actively participated in the re-branding process for all Campus Recreation, contributing to a refreshed and more engaging brand identity.

Skills: Event Planning, Marketing Communications, Social Media Management, Graphic Design, Photography, Community Engagement, and Brand Development.

Education



Northern Arizona University

Advertising, Minor in Photography

2010 - 2014



Northern Arizona University

Public Relations

2010 - 2014

Skills

Online Marketing • Advertising • Adobe Creative Suite • Photography • Social Networking • Social Media Marketing • Public Relations • Marketing • Digital Photography • Facebook Marketing