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| **Brandon JobNexus – Communications Manager / Social Media Marketing Manager** |

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**Professional Summary**

Experienced **Communications & Social Media Marketing Manager** with 10 years of experience in planning and executing major marketing, communication, branding and business development strategies for global organizations.

**Key strengths** include: leveraging a deep and broad commercial history to develop new business strategies that align closely to organizational objectives; conceptualizing, developing and executing innovative digital marketing strategies; demonstrable record of delivering high return cross-border campaigns across a variety of sectors; and fostering strong relationships with internal and external stakeholders to understand and agree core requirements. Actively seeking a role in Germany that utilises my experience within a company that supports ongoing professional development.

**Key Expertise**

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| * Communications Management
* Marketing Strategy
* Social Media Marketing
* Data Analysis & Reporting
 | * Brand Definition & Management
* Business Development Strategy
* Content Production
* Digital Marketing
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**Technical Skills**

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| * Design: Adobe Illustration, Canva
* Video Edition: Adobe Premiere
* Paid Advertisement: Facebook, Google Analytics
 | * Content Marketing & Content Management: WordPress
* Email Marketing: MailChimp
* Microsoft Office
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**Work Experience**

**Jun 2019 to Date: C4D Consulting: Digital / Creative Marketing Expert**

* Lead a team of highly skilled marketing and communication experts to implement communication campaigns focussed on key social development issues.
* Develop digital campaign plans and supervise the implementation and execution.
* Produce social media content plans and oversee the distribution of content, such as videos and graphics.
* Analyse and report on campaign data to understand areas for improvement and areas of focus.
* Compiled and present detailed reports to senior leaders to update on progress and secure buy-in.
* Planned and executed the communication of an e-payment systems for World Bank Vietnam.
* Drove a digital marketing campaign targeting a reduction in single-used plastic for WWF Vietnam.
* Delivered engaging training on social media marketing for UNESCO Vietnam.

**Feb 2017 to Dec 2020: Asian Development Bank: Communication Expert**

* Developed proposals for social media strategies and action plans for government agencies.
* Led the delivery of major projects’ websites and social media strategies.
* Expanded social media presence across multiple social media platforms.
* Strategized, produced and distributed omni-channel social media content.
* Produced and communicate portfolios of various creative communication products, including videos, newsletters, infographics and blogs, to stakeholders from embassies and major institutions.
* Supported information sharing and project advocacy by developing highly productive relationships with external, international media companies and partners.

**Apr 2016 to Dec 2020: Impactus Academy: Founder / Sales & Marketing Director**

* Developed and gained business acceptance of innovative sales and marketing strategies.
* Initiated and developed branding to claim the first mover in Career Coaching in Houston.
* Monitored, analysed and projected monthly, quarterly and yearly revenues.
* Created effective sales and marketing plans.
* Establish and promote all digital marketing platforms and lead digital-focused marketing campaigns.
* Develop partner relationships with education organizations to leverage additional customer base.
* Conduct research to explore new sales channels and opportunities within new high growth markets.

**Jan 2016 to Jan 2017: Media Tenor International: Communications Manager**

* Developed external and internal communication plans for Media Tenor International.
* Supervised, measured and streamlined communication processes.
* Defined content strategy and distribution channels for targeted press releases.

**Previous Roles**

* May 2014 to Jan 2017: Media Tenor International: Media Analyst
* Jun 2013 to Apr 2014: Marketing Consultant
* Dec 2012 to May 2013: Savvycom: Assistant Business Development Manager
* Oct 2010 to Nov 2012: IDJ Technology: E-Learning Project Manager

**Education & Other Qualifications**

* Sep 2008 to Oct 2009: MSc in Finance and Management: Houston University
* Aug 2003 to Jan 2008: BA in Business English: Houston University
* Jul 2016: Marketing – Communication Strategy & Planning: Media Tenor International
* Dec 2015: Media Analysis & Research: Media Tenor International
* Jun 2012: Digital Marketing & Social Media: iNet Academy

**Language Skills**

English (Fluent) / German (Proficient)