

BRANDY D. ELLIS

SENIOR MARKETING EXECUTIVE

Business professional with 22 years of diverse experience in an entrepreneurial setting, and proven success as an instructor in heterogeneous environments.

Core competencies include:

- Knowledgeable and confident public speaker.
- Exceptional research, analysis and strategic planning abilities.
- Compassionate educator at all learning levels.
- Maintains meticulous level of customer and client service.
- Detail oriented marketer with superior investigative and intuitive skills.
- Committed to development and mastery of new skills.

EDUCATION & TRAINING

AACSB PROFESSIONALLY QUALIFIED BRIDGE PROGRAM GRADUATE (PQ)

Completion of program structured to coincide with the accreditation standards of The Association to Advance Collegiate Schools of Business.

MASTER OF BUSINESS ADMINISTRATION (MBA)

UNIVERSITY OF FLORIDA, GAINESVILLE, FL

Degree Concentrations: Marketing, Entrepreneurship, Human Resource Management

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

WARRINGTON COLLEGE OF BUSINESS ADMINISTRATION
UNIVERSITY OF FLORIDA, GAINESVILLE, FL

Major: Marketing

TEACHING EXPERIENCE

GUEST SPEAKER, UNIVERSITY OF FLORIDA

- Family Business Management course, Master of Science in Entrepreneurship Program
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CORPORATE TRAINER AND EMPLOYEE DEVELOPMENT COORDINATOR

- Design and lead professional training and seminars. Topics include customer service, regulatory compliance, workplace health and safety, managing change.
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HEALTH AND SAFETY, COMMUNITY INSTRUCTOR - AMERICAN RED CROSS

- Teach valuable lifesaving skills to various corporate and community groups in a variety of courses including first aid, CPR, child care, and workplace accident prevention.
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PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR

- Identify new markets, products and services, provide research and information resource management. Evaluate Marketing and Sales Department resources to manage and complete campaigns, events, promotions, in accordance with return on investment goals and budget limitations.
- Facilitate acquisition of competitors, coordinate employee integration, monitor continued customer satisfaction and retention. In addition, while implementing the recent acquisition of a competitor, she coordinated the event as an experiential learning project with the University of Florida Center for Entrepreneurship and Innovation. This acquisition resulted in designation on the "INC 5000" list.
- Direct and supervise all marketing & sales personnel. Instituted a Business Development Board "*Employed Worker Training*" Grant process to fund a training program for all employees.
- Act as Regulatory Compliance Officer for Auditing by Office of Insurance Regulation. Serve as FL Department of Financial Services Service Warranty Sales Representative Licensed Agent. Liaison with industry trade groups, lobbyists, and Legislators.
- Monitor operational performance of all departments to ensure alignment with corporate profit goals, and customer development and retention.

MARKETING DEPARTMENT MANAGER

- Generated new contract revenue, produced sales literature, and other internal and external publications concerned with services offered.
- Implemented advertising and marketing projects. Monitored competitive market, including documenting and reporting unlicensed competitors to regulatory agencies.
- Hired and managed all marketing department personnel, vendors, printers, copywriters, designers, photographers and other creative talent. Designed, planned, administered, and executed all company events.
- Initiated marketing resources inventory management system, obtained quotes, generated and process requisitions for all materials, and maintained related records. Maintained archive collection of marketing materials and promotions.

SERVICE DEPARTMENT MANAGER

- Supervised and coordinated activities of service technicians and customer service representatives, ensuring prompt resolution of problems, optimum quality, efficiency, economy of operations, and profitability.
- Determined work procedures, prepared schedules, expedited workflow, assigned duties, examined work for conformance to policies and procedures.
- Evaluated service contract and work order profitability and determined annual rate increases.

HUMAN RESOURCES MANAGER

- Managed hiring, retention, termination, personnel records, legal compliance, compensation, and long term staffing strategies.