

Brandon Harper

CONSUMER
MARKETING
he/him/his

ABOUT

Entrepreneurial marketer with experience driving conversions, engagement, and loyalty for consumer technology and travel brands. Develops breakthrough marketing strategies driven by data. Thrives in white space and finds creative ways to overcome marketing challenges to drive impact.

CHANNELS / TACTICS

- Paid Search (SEM)
- Paid & organic social
- Display
- SEO
- Web
- Video

SKILLS

- Left brain/right brain thinker
- Budget management
- Adobe/Google Analytics
- Strong communicator
- Executive presence
- Culture building
- Creative development
- Agency management

HOBBIES

- Photography
- Videography
- Movies
- Improv
- Travel
- Fitness

WORK EXPERIENCE



12+ YEARS
EXPERIENCE



DIGITAL MARKETING
PRO



PERFORMANCE
& BRAND



CROSS INDUSTRY
ROLES

Meta (Facebook)

SENIOR MARKETING MANAGER

Oct 2020 - Present

- Develop and manage digital and social media marketing campaigns driving awareness and engagement.
- Build campaign testing methodology to identify top performing creative elements.
- Collaborate with cross-functional partners across Product Marketing, Creative, Communications, Media, and Web teams on integrated marketing plans.
- Manage creative and media planning agency partners.

Facebook

CLIENT SOLUTIONS MANAGER

Feb 2016 - Oct 2017

- Developed performance marketing and measurement strategies for travel clients.
- Measured client campaign results and recommended optimization plans resulting in improved performance.
- Built trusted relationships across client organizations including C-Suite, Brand Managers, and Analytics.

Hyatt

DIGITAL MEDIA MANAGER

Jan 2013 - Feb 2016

- Managed performance media program which earned ROAS of 15:1
- Drove user acquisition and built loyalty by developing a data driven and audience-focused digital lifecycle marketing program.
- Planned multi-million-dollar digital strategy across paid search, display, paid social, and programmatic media.
- Defined testing program across channels, audiences, and creative to continuously improve performance.
- Prepared and presented quarterly business reports to marketing leadership.

Resolution Media

PAID MEDIA SUPERVISOR

Sep 2009 - Jan 2013

- Led paid search and social marketing strategies for global technology client focused on driving conversions.
- Supervised team of coordinators, strategists, and analysts.

EDUCATION

Indiana University

Bachelors of Arts

2008

Majors: English, Mathematics

Minors: Creative Writing, Spanish