

BRANDY HAUMAN

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Experienced marketer and researcher with strong and persuasive interpersonal, technological and organizational skills and the ability to plan and execute projects that drive revenue growth and brand/product evolution.

SKILLS AND EXPERIENCE

Feb 2011 - Present

Freelance Website Development

- Website Design: created, designed and coded www.princessesofmyth.com. Site in development, due to launch August 2011.
- Website Analyst for Samsung.com: Conducting review of all product specs for website. Includes uploading content into Samsung's CMS system, researching and changing specs, uploading pictures, and writing technical briefs.

Oct 2009 – Feb 2011

Account Coordinator, Client Services

Benson Marketing Group; New York, NY

- Provided instrumental input into marketing plans, creating measurable results
- Performed all day to day account service activities for multiple clients
- Planned, executed and monitored social media activity on behalf of clients via Facebook and Twitter
- Responsible for monthly client reporting using Google Analytics, Facebook Insights and Alterian/SM2
- Established and maintained e-commerce storefronts using Nexternal
- Built and maintained multiple websites using Drupal, Wordpress, HTML and CMSMS
- Produced email marketing templates and executed campaigns and surveys using Vertical Response platform
- Created and maintained company intranet with integrated database functionality
- Acted as in house IT support for both New York and Napa offices as well as technical contact for client ISPs
- Created multiple procedures and supporting documentation on topics such as helpdesk process and website backups

Sept 2008 – Oct 2009

Wine Consultant/Sales Floor Manager

PJ Wine; New York, NY

- Assisted customers in making purchases both in person and on the phone, resulting in high level of sales conversions
- In conjunction with the Cellar Manager managed all aspects of sales floor including product placement
- Managed Wine of the Month program, including choosing wines and writing wine descriptions
- Executed weekly email blasts
- Assisted IT with training, support and report generation in Great Plains
- In house HTML coder for www.pjwine.com

April 2002 – July 2008

Manager, Systems Support

ESPN; New York, NY

- Designed software interface and reports generated from internal proprietary research software
- Redesigned and maintained departmental intranet
- Evaluated, installed and maintained extensive list of media analysis software
- Coordinated a host of complex technical solutions for department
- Facilitated all communication between research and IT department; main contact for all hardware/software IT issues
- Conducted all computer related projects and training
- Launched SAP within department, departmental SME for various modules
- Produced integral monthly reports using Nielsen software
- Provided sales ratings estimates for ABC Sports

Feb 1996 –
Dec 2001

Specialist, Research Systems and Internet

USA Cable; New York, NY

- Conducted analysis for scifi.com, crime.com and usanetwork.com using Omniture and ComScore
- Designed and maintained department Intranet
- Produced numerous daily, weekly and monthly reports using Nielsen software
- Conducted analysis and installation of new research software under consideration for purchase
- Conducted all communication between research and IT department
- Managed all computer related projects and conducted software training

March 1994 –
Feb 1996

Marketing Coordinator

New World Sales and Marketing; New York, NY

- Researched and designed proposals for marketing managers
- Scheduled advertising for marketing clients
- Spearheaded and influenced groundbreaking internet research
- Produced reports using third party media and proprietary software
- Abstracted articles for department and maintained a library of information pursuant to New World and its interests

Oct 1990 –
Feb 1994

Account Executive

TMP Worldwide; Hoboken NJ

- Sold and serviced a \$1.6 million annual billed nationwide ad account
- Created targeted marketing plans for clients
- Performed competitor analyses
- Planned annual budgets and meetings with clients nationwide
- Managed all aspects of placing advertising from creating ads, trafficking and billing to clerical responsibilities
- Liaison for clients with billing, data processing and publishers

EDUCATION

1990 | **Suffolk University;** Boston, MA
Bachelor of Science in Organizational Communications/Public Relations, Summa Cum Laude

ADDITIONAL INFORMATION

Host of online weekly melodic rock and metal show Metallic Blue @ www.getthepointradio.com

Find me on LinkedIn at <http://www.linkedin.com/in/brandyhauman> or at <http://www.bandyhauman.com>