

BRANDON THONEN

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EXPERIENCE

GALE HEALTHCARE

Tampa, FL

Marketing & CRM Manager

March 2020 - Jan 2023

- Onboarded the company into an Enterprise CRM Solution (HubSpot) while developing pipelines, data funnels, and dashboards for multiple departments
- Built the original company brand guidelines to include social media templates, company signatures, physical marketing material outlines, and color standards
- Increased brand awareness by an average of 20% across Facebook, Instagram, and LinkedIn resulting in over 1,000 applicants weekly to our agency
- Managed our custom Wordpress websites and also built the company intranet within Google Workplace

SPACEKIND FOUNDATION

Los Angeles, CA (Volunteer)

Marketing & IT Director

Apr 2018 - Present

- Designed and built the organizations website in Wordpress including an eCommerce suite for ticket sales and auctions
- Onboarded the organization into a CRM Solution (HubSpot) including migrating all previous data into the platform, and creating donation/sponsor pipelines
- Optimized our 2023 event marketing strategy by leveraging Chat GPT which lead to over \$125,000 in ticket sales over the course of three months

PARADISE ADVERTISING

St Petersburg, FL

Social Media Manager, Senior

Jan 2018 - June 2018

- Managed the social media presence of client profiles across Facebook Twitter, and Instagram for county tourism bureaus across the state of Florida
- Drove engagement with relevant partner accounts by curating and participating in hosted travel "chats" on Twitter, sometimes sponsored
- Increased my client following by an average of 5% with an overall engagement increase of 12%
- Physical traffic to my South Florida clients increase by 8% as reflected by bed tax revenue

WALT DISNEY PARKS & RESORTS

Celebration, FL

Digital Media Coordinator

Aug 2015 - Jan 2018

- Analyzed the needs of our content creators and guest outreach teams in order to optimize performance and output
- Curated monthly brainstorm meetings with participation from multiple departments in order to discuss and strategize our marketing efforts for all property assets
- Supported our Public Relations teams during company sponsored events, productions, park buy-outs, and influencer engagements
- Created cross-functional analytic metrics and dashboards using our CRM for my teams

ADDITIONAL

Technical Skills: Advanced in HTML/CSS, Adobe, Figma, Microsoft Office, Google Suite

Certifications & Training: Hubspot CRM, Salesforce Administrator

Media Accreditations: NASA, MLB, SpaceX, US Air Force, Sun n' Fun, US Navy Blue Angels