

Spencer S. Bramson

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Grant Ave., San Francisco, CA 94133

Senior B2C Specialist

Award-winning product innovator specialized in consumer technologies and packaged goods. Past clientele includes Milky Way, Kendrick Lamar, Spotify, Google, Blackberry, Procter & Gamble, Thomson Reuters, Playtex Tampons, and Ford Motors.

Core Competencies

- Data-Driven Decision Making
- Client Acquisition & Retention
- Data Gathering & Analysis
- Market Positioning & Growth
- Key Partnership Development
- Corporate Branding & Messaging
- Product & Project Management
- Internal Recruitment & Retention
- Product / Feature Launch Planning
- Contingency & Crisis Planning
- Risk Assessment / Impact Planning
- Product Budgeting & Forecasting

PROFESSIONAL EXPERIENCE

Consumer Technology Product Specialist

June 2015 – Dec. 2018

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Management consulting firm focused on implementing and executing custom-tailored initiatives for high-growth consumer technology organizations, working with C-Suite executives, upper management, and investors.

Key Achievements

- Restructured, implemented, and trained client's operations, marketing, technology, and administrative departments to increase overall corporate efficiency and KPI tracking using applications including HubSpot, Zendesk, Intercom, Zapier, Slack, Lucky Orange, Twilio, Jira, Aha-io, Slack, Zapier, StatusPage, Pingdom, Klipfolio, MailChimp, among many others.
- Managed the day-to-day of the client's consumer-facing departments, creating and executing marketing initiatives and trade show experiences and vetting and securing service providers, user interface, and customer relationship management systems.

Marketing and Revenue Officer

Sept. 2011 – Apr. 2015

influencers@

Founder of a boutique marketing agency connecting consumer technology and packaged goods with influential 18 to 30-year-olds by creating experiences that increase brand awareness, customer retention, and product loyalty.

Key Achievements

- Oversaw the agency's primary services, including influencer partnerships, evangelist conversion, guerrilla marketing, market research, curating and managing social communities, conversation monitoring, event staffing, experimental experiences, and pop-up events.
- Within the first twelve months of operation, secured \$500,000 in client contracts and maintained a monthly profit margin of over 70% per client.
- Grew the agency to an in-house staff of 22 full-time employees and over 200 independent contractors throughout the United States, without outside investors.

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- Created and implemented the on-campus experience for the Verge Campus Tour featuring Kendrick Lamar and Steve Aoki, which resulted in millions of organic impressions and over 250,000 in-person students engaged for the tour's sponsors.

Data and Experience Officer

Sept. 2012 – Apr. 2015

ChatterMob

Subsidiary of influencers@, ChatterMob is self-service market research software providing businesses with an affordable alternative to gain reliable and accurate data and insights by asking customized survey-styled questions of specific targeted demographics.

Key Achievements

- Implementing the brand's identity and messaging, user acquisition and retention, developing strategic partnerships, user experience, and business development.
- Spearheaded the product launch strategy, resulting in 5,000,000 questions answered, 70,000 organic sign-ups, and 81% user retention.

Operations Officer

May 2009 – July 2011

Buzz U.

Co-founder of a marketing agency for consumer-packaged brands that want to extend their reach online and on-campus by targeting the most connected student leaders and harnessing peer-to-peer credibility.

Key Achievements

- Pioneered the strategy for Fortune 100 consumer-package brands by minimizing free product samples that do not enhance consumer engagement and return on investment, resulting in significant savings for the client's marketing budget.
- Recruited over 1,500 influential female students to prepare for the release of Playtex's Gentle Glide 360° and launched the product into that community, garnering immediate results.
- Developed a community in nine months with over 50,000 "ROCKSTARS on CAMPUS" students and converted over 3,000 students into Rockstar Energy Drink representatives.

Professional Certifications

- Inbound Marketing (*HubSpot*)
- Frontend Web Development, Nanodegree (*Google in partnership with Udacity*)
- Social Media Customer Management & Care (*Word of Mouth Marketing Association*)
- Word of Mouth and Social Media Management (*Word of Mouth Marketing Association*)
- Product Owner (*Scrum Training Institute*)
- Scrum Master (*Scrum Training Institute*)
- Equities (*Bloomberg*)

Awards and Acknowledgements

- Rising Business Start (*Boston Business Journal*)
- Future Leaders under 30 Group (*Massachusetts Innovation & Technology Exchange*)
- MITX All-Star Award (*Massachusetts Innovation & Technology Exchange*)
- Most "Likeable" Entrepreneur Award (*Likeable Media*)
- Future Forward Award (*Future Forward Association*)