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[www.Brannan27.com](http://www.Brannan27.com)

JONATHAN **BRANNAN**

A results-driven marketing professional, seeking to use proven digital marketing and business development skills to deliver marketing excellence to the sport industry. Who has successfully developed 3 multinational businesses and implemented over 30 marketing strategies for organizations across 9 countries.

**EDUCATION**

**UNIVERSITY OF SAN FRANCISCO**

*M.A. Sport Management*

**MASSACHUSETTS INSTITUTE OF**

**TECHNOLOGY (M.I.T.)**

*Computer Science & Programming Training*

**BABSON COLLEGE - FRANKLIN W. OLIN GRADUATE SCHOOL OF BUSINESS**

*Entrepreneurial Leadership Fellow*

**GLASGOW CALEDONIAN UNIVERSITY**

*B.A. Management Technology & Enterprise with Honors*

**TOYOTA ENGINEERING CORPORATION**

*Kaizen Lean Management Training*

**CONSULTANCY PROJECTS**

**BACKPACKER ALPHA | TOKYO, JAPAN**

*Market Research Consultant*

**FREELANCE | SYDNEY, AUSTRALIA**

*Digital & Social Media Consultant*

**AUTRA | LOS ANGELES, CA**

**Investment Advisor**

**BUSINESS DEVELOPMENT PROJECTS**

**STARTUPBOOTCAMP | AMSTERDAM, NL**

*Start Up Researcher*

**BLUE BIRD SUITCASES | GLASGOW, UK**

*Supply Chain Director*

**SHOE STRING SPORTS | GLASGOW, UK**

*Founder & Business Development Manager*

**SOFTWARE**

Microsoft Suite; Google Suite; Apple Suite; Salesforce; HTML; CSS; Google Analytics; LinkedIn Sales Navigator; Facebook Analytics; Facebook Page Insights; Twitter Analytics; Pinterest Analytics; Google Analytics; YouTube Media Analytics; Tableau; Domo; Crimson Hexagon

**PROFESSIONAL EXPERIENCE**

**Digital Marketing Consultant | 2018 - Current**

*Brannan27 | Greater Los Angeles, CA*

* SEO, social media, marketing, & business development consultancy for client across multiple industries
* Outreach, client relationship building, & project management
* Sport & sport business writing – weekly articles and an upcoming podcast

**Client Relations | 2018**

*True Capital Management | San Francisco, CA*

* Managed financial portfolios for professional NBA athletes, #1 draft picks & $20M+ clients.
* Reported weekly data to highlight successes & opportunities for growth.
* Collaborated with third party agencies & influenced the use of new software & partner agencies.

**FOUNDER & HEAD OF MARKETING | 2012 – 2017**

*Blue Merle Clothing | Glasgow, UK*

* Nurtured relationships with multiple investors, which lead to $1 million in funding being raised.
* Developed the business’ email marketing & social marketing automation, helping develop the company's $8 million in sales revenue.
* Managed the relationship with key partners, conducting weekly meetings to review open & new issues while driving for resolutions.
* Orchestrated the implementation of feedback & analysis system for clients & customers. Constantly searched for new ways to improve upon overall marketing goals including exploring new channels to expand the business.

**MARKETING & COMMUNICATIONS MANAGER | 2014 – 2015**

*J & T Sports | Glasgow, UK*

* Planned, implemented, & evaluated marketing campaigns, owning all budgets & deadlines, across multiple digital channels.
* Drove revenue of VIP private events for the FIFA World Cup, Commonwealth Games, Rugby World Cup, NRL & AFL.
* Managed events that hosted 3,000+ customers & oversaw the implementation of client brand activations.

**MARKETING & COMMUNICATIONS ADVISOR | 2014**

*Media Works | Auckland, New Zealand*

* Developed the brand’s social channels & influenced partner’s channels including Twitter, Facebook, YouTube. Created SEO, SEM, & retargeting strategies with a multitude of 3rd party partners.
* Collaborated with advertising partners to ensure the best possible ROI for radio marketing, utilizing in-market promotions & in-arena activations.

**MARKETING & COMMUNICATIONS ADVISOR | 2014**

*Construction Cost Consultants | Auckland, New Zealand*

* Developed & activated strategic marketing campaigns to increase revenue by 230%.
* Managed the creative development of traditional marketing methods including radio, television & promotional events.
* Became the central point for all public relations communication with media outlets & the New Zealand government.