

HUNTER ARMSTRONG BRANKAMP

PROFESSIONAL FOCUS

What moves people to action? To feeling? Most importantly, why these two? Authentic connection is the end-all-be-all for a brand. In order to claim innovation, new & more effective ways of creating connection means constantly evolving both the understanding of your brand, and also of the customer you hope to reach. As creatives, innovators, and strategists, this is what we do. Specifically, it is our duty to discover where we are best suited to understand, cultivate, and inspire these connections so crucial to the mutual success of agency and brand both.

EXPERIENCE

BTG LABS | SEPTEMBER 2017 - AUGUST 2018

Marketing Content Specialist

- Hired into content creator role with limited experience, resources and shoestring budget. Used on-the-job learning and strategic abilities to lead creative department efforts in collaboration with sales to six-figure revenue generation, along with 400% increase in user engagement on company LinkedIn page and 1700% monthly content clicks. Generated integrated sales & marketing strategy after recognizing urgent need.

PRIMAX STUDIO | JUNE 2016 - DECEMBER 2017

CONTRACT COPYWRITER & SOCIAL MEDIA DESIGNER /MANAGER

- Created on-brand social media copy, designs and content calendar for Downy & Febreze accounts. Managed brand interaction by mitigating customer complaints, interacting with social media users, and driving coupon redemption through monthly newsletter creation.

BAREFOOT PROXIMITY | OCTOBER 2016 - MAY 2017

Quality Assurance Contractor

- Collaborated in large agency setting as part of a multi-disciplinary team on a full site-migration for international client. Asked by Senior Project Manager to compose technical summary emails due to technical writing ability in presenting insights gained from daily work in web-based CMS.

PROMEVO - GOOGLE PARTNER | DECEMBER 2015 - JULY 2016

Business Account Manager

- On-boarded multi-national Australian tech firm from cold-email to close using relationship-based sales approach across 14-hour time difference.

APPLE INC. | SEPTEMBER 2011 - MAY 2013

Retail Specialist

- Created collaborative and highly positive learning environment by leading public instructional hardware/software workshops and presentations using naturally enthusiastic and charismatic style. Used storytelling, humor, and leading questions to garner overwhelmingly positive NPS scores.

OTHER RELEVANT EXPERIENCE

START-UP GRIND CINCY | JUNE 2018

Cartopsy

- Served the role of strategist and thought leader in the deduction of go-to-market concept and outline for the MVP
- Translated key business function into UI/UX required software features

UNIVERSITY OF CINCINNATI | FALL 2013

College of Business P.A.C.E.

- Led a group of 15 freshmen business students through the creation of a business plan by utilizing effective brainstorming, role delegation, and constructive feedback in their entry into the college environment

BTG Labs | Spring 2018

UI / UX Development Discussions

- Asked by engineering and development departments to provide UI / UX recommendations on software due to recognized abilities in logic as it relates to software interface layout and design

NATIONAL ULTRA-ENDURANCE SERIES | 2016

Endurance Mountain Bike Racing

- Committed 9.5 months of intense physical training and mental focus to race marathon length (~65 mile) endurance mountain bike races around the region. Obtained 5th Overall national ranking, Men's 100k Open