

BRANDON FOWLER

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Results-driven marketing professional with a proven track record in leading cross-functional teams and managing complex projects to successful outcomes. Expert in digital strategies, campaign optimization, and leveraging data-driven insights to enhance engagement through email marketing, social media, and SEO. Recognized for delivering measurable results, cultivating strong collaborative relationships, and driving strategic initiatives that align with organizational goals.

EXPERIENCE

2023 – PRESENT

MARKETING SPECIALIST, CHROMA TECHNOLOGY

- Increased email list engagement metrics, achieving a 43% boost in open rates and a 385% improvement in click-through rates by aligning content with customer needs.
- Created new technical content and refined existing resources, ensuring high-value pages delivered clear, impactful information tailored to the audience.
- Developed detailed buyer personas to aid in content creation for diverse audiences including B2B and B2C customers.
- Managed all aspects of Google search PPC campaigns resulting in a sub \$1 CPC average across multiple campaigns for high-value search queries.
- Improved social media per post impressions by 25% and per post engagements by 31% for LinkedIn.
- Supported event marketing efforts via email campaigns, social media, and targeted content creation.

2020 – PRESENT

FOUNDER, MACHINISTGUIDES.COM

- Built a content-driven website reaching over 40k monthly visitors through strategic SEO practices, including detailed keyword research and leveraging topical expertise to identify content creation opportunities.
- Authored over 175k words of technical content across a variety of manufacturing topics.

2021 – 2023

MANUFACTURING PROCESS DEVELOPER, CHROMA TECHNOLOGY

- Led a cross-functional team consisting of sales, quality, customer service, and engineering to develop and refine the quoting process.
- Designed and implemented a comprehensive departmental wiki, reducing training time for new hires and establishing a scalable model now sought after by other departments.

- Facilitated extensive cross-departmental communication to align stakeholders, resolve challenges, and streamline operations.

2015 – 2021

QUALITY MANAGER, BOND OPTICS

- Directed a 10-person team including coordinating production schedules, solving complex quality issues, managing departmental budgets, and leading both departmental and company-wide training programs.
- Spearheaded project to attain both ISO and AS9100 certification.
- Built vendor and customer relationships to support collaboration and mutual trust to support long-term partnerships and shared goals.

EDUCATION

BACHELOR'S IN SCIENCE – BUSINESS ADMINISTRATION

ASSOCIATE IN SCIENCE – MARKETING

Southern New Hampshire University

4.0 GPA

CERTIFICATIONS

- Advanced Google Analytics
- HubSpot
- LinkedIn Certified Marketing Insider
- Sprout Social

SKILLS

- **Analytics Tools:** Advanced Google Analytics, Google Search Console, Google Tag Manager, and Matomo.
- **Content Management Systems:** Drupal, Statamic, and WordPress.
- **Copywriting:** Demonstrated ability to craft compelling content for diverse audiences.
- **Digital Marketing Tools:** Adobe Creative Suite, Ahrefs, Buffer, Canva, ClickUp, Constant Contact, Loomly, Notion, Semrush, Sprout Social.
- **Editing:** Skilled in proofreading and editing content to ensure clarity, coherence, and adherence to brand voice.
- **Microsoft Office & Google Suite:** Proficient with standard office productivity tools including advanced spreadsheet application skills.
- **Project Management:** Experienced in leading cross-functional teams, managing timelines, and delivering projects on time.
- **SEO:** Proficient in modern SEO strategies, keyword research, and on-site optimization.
- **Technical Communication:** Proven track record in conveying complex information to internal and external audiences at varying levels.