



BRUCE J HERSHEY II

EXECUTIVE MARKETER

CONNECT WITH ME

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LEADERSHIP SKILLS

- Customer and Data Obsessed
- Digital, Brand and Creative Transformation
- Programmatic Digital and Traditional Media
- Strategic Planning and Execution
- Brand Storyteller, Positioning, Architecture
- Build and Cultivate Collaborative Cultures
- GTM Digital, Content and Production
- P&L Management with Budget of \$200M+
- Growth/ Omni-Channel/ eCommerce Marketing
- Entrepreneurship and Self-Starter

ENGAGED BRANDS

- American Eagle
- Tailored Brands
- Starbucks
- Express
- Lord & Taylor
- Macy's
- Home Depot
- Pep Boys
- GAP
- Old Navy
- Lasik Plus
- Redbox
- Sears
- The Bay
- Safeway
- Allstate
- Blue Cross Blue Shield
- Chipotle
- Clorox
- Coca Cola
- Disney World
- EA Sports
- Marriott
- Sprite
- Texas Roadhouse
- TGI Fridays
- Verizon
- Wendy's
- Mercer
- GSK

BOARDS | COMMUNITY

- The Warrior Connection | 2020 – Present
- Rockridge Apparel | 2019 – Present
- Member and Co-Chair of MMA
- Messaging and Education Committee North America | 2011 – 2019
- Florida Gulf Coast University College of Business and Alumni | 2012 – present
- RAGE Soccer Program | 2015 – 2019
- Chicago Fire Youth Soccer | 2010 – 2015
- JDRF Diabetes Foundation

EDUCATION

Florida Gulf Coast University
Bachelor of Science
Marketing & Advertising
2001

CAREER SUMMARY

I am a bold and influential leader that is passionate about rolling up my sleeves with the team to deliver positive business outcomes. Utilizing my cross-functional experience across multiple verticals, I masterfully orchestrate very diverse cross-functional and agile marketing teams to achieve the goals and objectives of the business plan. As a practitioner, I combine my expertise in leveraging data and insights and technologies to deliver transformational marketing strategies that optimize EBITDA growth.

PROFESSIONAL EXPERIENCE

CMO/COO | Piper's Scratch Pizza Shop | Tampa, FL | 5/21 - Present

- Led funding, market analysis and acquisition strategy for new concept.
- Led brand, e-comm, digital and GTM strategies that delivered a 8X revenue growth in 12 months.
- Developed a performance-driven eCommerce website that delivered over a 1000% increase across all actionable KPI's.
- Developed marketing automation and digital/content strategy that is delivering over 220% increase in acquisition and conversion KPI's.

CMO | Digital Hands | Tampa, FL | 2/20 - 5/21

- Revived the brand strategy from an 18-year channel strategy to a direct selling model driving 12x growth.
- Exceeded acquisition and funnel optimization growth targets and strategic initiative sales goals by 300%.
- Developed a performance-driven website and digital GTM strategy that delivered over a 300% increase across all actionable KPI's.
- Developed strategy SFDC, marketing automation, digital / content strategy, and webinar series.

VP, Head of Marketing | Tailored Brands | Fremont, CA | 6/15 - 9/19

- Managed the brand, digital, creative and production teams of five brands.
- Revived consumer confidence across all KPI's by 8x within 18 months.
- Strengthen perceptions and purchase intent by 9%; grew to #1.
- Led programmatic digital strategies with a 4-5x ROAS.
- Increased eCommerce revenue to 20% of total revenues from 5%.
- Led an incremental \$350M with a 45% growth in NTF.
- Deployed loyalty strategies with incremental YoY growth of \$125M.
- Led CRM playbook that drove incremental growth of \$500M+.

VP, Head of Strategy | Archer and Vibes | Remote | 6/13 - 6/15

- Strategically positioned new products and services within 12 mo. that drove new YoY growth by +18%.
- Built omni-channel campaigns and customer journeys that garnered top-line growth to 23%.
- Developed product strategy, customer journey for mobile wallet; increasing revenue by 5.8%.
- Built omni-channel campaigns that drove double digit revenue growth and 4X ROI.

Digital Practice Lead | Merkle | Columbia, MD | 5/10 - 6/13

- Led digital strategies for global brands that increased double digit growth.
- Led a team of account managers, strategist and creatives that developed lead generation and retention strategies with a 15%+ increase in growth.
- Grew digital practice by 300% in three years with two acquisitions.
- Enhance franchisee marketing and loyalty models for TGIFriday's and Marriott that enabled 25% growth.