

Bruce J. Hershey II

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EXECUTIVE SUMMARY

Seasoned marketing executive with 15+ years of experience leading transformational marketing strategies for Fortune 500 companies, private equity ventures, and startups. Proven ability to align brand, data, and digital platforms to accelerate growth, enhance customer engagement, and drive measurable business results. Adept at building high-performing teams, managing multi-million-dollar budgets, and delivering operational excellence across B2C and B2B sectors. Passionate about developing emotionally resonant brand experiences and leveraging data to deepen customer relationships.

CORE COMPETENCIES

Brand Strategy · Demand Generation · AI Marketing · Predictive Analytics · Mar-Tech · CRM · Customer Acquisition · E-commerce · B2B & B2C Growth · GTM Strategy · Performance Marketing · SEO/SEM · Salesforce · Team Leadership

PROFESSIONAL EXPERIENCE

Vice President of Marketing

Storm Smart – Fort Myers, FL | 2024–Present

- Increased monthly lead volume by 20% above goal through audience segmentation and regional growth initiatives informed by TAM and SVT analysis.
- Reduced CPL, CPC, and PPC spend while boosting SEO performance and organic media by over 80%.
- Enhanced brand sentiment by 28% and repositioned Storm Smart as a trusted leader in hurricane protection and lifestyle enhancement.
- Revamped brand identity with updated creative, unified messaging, and scalable content strategy.
- Grew social media engagement by more than 200% and aligned team output with business objectives.

Chief Marketing Officer / Board Member

Piper's Scratch Pizza – Tampa, FL | 2021–2025

- Spearheaded 20x revenue growth through brand and e-commerce transformation.
- Launched Piper's Signature Reserve retail line with a go-to-market strategy across DTC and wholesale channels.
- Implemented AI-driven customer insights and CRM tools that drove a 45% increase in online sales.
- Positioned the business for a 4x acquisition in 2025 by strengthening brand value and market competitiveness.

Head of Channel Marketing

Masonite – Tampa, FL | Jun 2022 – Apr 2024

- Named Partner of the Year by The Home Depot & Lowe's in 2023.
- Built a B2B channel marketing team and launched a new dealer strategy, increasing partner engagement by 30%.
- Led strategic negotiations and launched an exclusive integrated SMART door product with The Home Depot—the first in retail.

Chief Marketing Officer

Digital Hands – Tampa, FL | 2020–2021

- Delivered 12x revenue growth through the launch of a direct-selling model and demand generation strategy.
- Introduced predictive analytics and full-funnel marketing automation, tripling lead conversion.
- Built a robust Mar-Tech stack integrated with Salesforce and digital content pipelines.
- Authored and implemented a GTM playbook, accelerating pipeline growth by over 300%.

Chief Marketing Officer / VP of Marketing

Tailored Brands – Fremont, CA | 2015–2020

- Oversaw \$250M marketing budget and led 50+ team members across strategy, creative, and performance.
- Launched co-branded credit program with Synchrony, generating a 22% lift in repeat purchases.
- Executed digital transformation efforts, increasing e-commerce revenue by 15% and digital demand by 45%.
- Developed GTM strategy for the Custom-Made Suit collection, generating \$350M in incremental sales.
- Delivered 9%+ growth across a \$3B portfolio and improved EBITDA by 15% YoY.

Vice President, Strategy & Solutions

Archer Inc. / Vibes Inc. - Remote | 2013–2015

- Created monetization frameworks that increased EBITDA by 15% for new clients.
- Introduced customer journey mapping tools that drove 11% YoY sales growth.
- Built omnichannel solutions for Home Depot that achieved a 40% revenue lift.

Digital Practice Leader

Merkle Inc. - Remote | 2010–2013

- Led 300% growth of the digital division: managed relationships with billion-dollar brands.
- Developed a mobile strategy model that was adopted across the client portfolio.
- Designed omnichannel campaigns that generated up to 65% incremental revenue.

Founder / Chief Marketing Officer

Adz2Mobile (acquired by Merkle), Naples, FL | 2008–2011

- Scaled agency to \$2M in revenue within three years.
- Built mobile campaigns for clients including Harley-Davidson and Anheuser-Busch.
- Delivered 200 %+ ROI and reached over 500M consumers.

Vice President, Sales & Marketing**Engle Homes** – Fort Myers, FL | 2007–2008

- Launched a new division; sold 1,200 homes with 20% sales and 110% traffic growth.
- Managed team of 35 sales and marketing professionals; achieved top-tier performance metrics.
- Implemented customer journey enhancements and onsite experience improvements, increasing model center conversions by 18%.

Director of Sales & Marketing**KB Home** – Fort Myers, FL | 2004–2007

- Designed marketing and sales strategy resulting in \$40M in revenue.
- Led a team of 40 sales professionals and four marketers.
- Introduced integrated digital and print advertising campaigns, boosting qualified leads by 22% within 90 days.

Advertising & Promotions Manager**Florida Everblades Professional Hockey Club** – Fort Myers, FL | Nov 1998 – Apr 2004

- Created the team's first-ever "Teddy Bear Toss" event—featured on ESPN's Top Ten by Chris Berman and adopted as a seasonal fan tradition.
- Led all in-game promotions, sponsorship activations, and community outreach, boosting average attendance and fan engagement that drove a 14% increase in YoY revenue.
- Built integrated marketing campaigns with media partners and local sponsors, increasing merchandise and concession revenue.

EDUCATION

- B.S., Marketing & Advertising – Florida Gulf Coast University
- Executive Innovation Certificate – Kellogg School of Management, Northwestern University

SPEAKING & MEDIA**Keynote Speaker:** Brand Innovators, CMO Summit, Experian Summit, Merkle Summit**Publications:** Forbes, Adweek, The Drum, Media Post, Pizza Today, Wall Street Journal