

BRAD SEBASTIAN

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SUMMARY

Marketing leader with 15 years of extensive experience in developing, executing, and tracking successful strategies. Proven expertise in managing multi-channel campaigns, optimizing digital platforms, and fostering brand awareness to drive business growth.

EXPERIENCE

Marketing Consultant | Tangible Communications | Houston, TX | April 2020 = Present

- Building and optimizing marketing ecosystems that result in sales growth (average revenue increase of 44%) with an average ROI of 130%.
- Consulting business owners, CEOs, marketing managers, and creative teams on strategies, budgets, and best practices.
- Leading cross-functional teams in project execution with an on-time deliverable rate of 95%.
- Developing \$577k in revenue over two years while managing a diverse customer base in the energy, finance, healthcare, construction, telecommunications, and publishing sectors.

Marketing Manager | Integrated Global Services | Houston, TX | November 2016 - April 2020

- Designed and executed all marketing initiatives for \$140MM global oil and gas services company, resulting in \$6.8 MM in additional revenue and \$31MM in Marketing Qualified Opportunities (MQOs).
- Supported a 12-person global sales team by managing a \$1MM budget, increasing ROI on marketing investments by over 110% with a focus on lead generation and sales funnel growth.
- Orchestrated a global rebranding and new website build in year one resulting in a 500% increase in site visitors and multiple web conversions that yielded sales directly attributable to digital marketing for the first time in company history.
- Wrote, edited, and published internal and external communications, including case studies, campaign content, blogs, and press releases.

Senior Marketing Specialist | 2020 Exhibits | Houston, TX | August 2015 - November 2016

- Developed strategies, budgets, and messaging for 10+ projects per month with budgets from \$250k to \$1M.
- Collaborated with CEO, sales teams, designers, and developers to pilot campaigns across multiple channels that increased lead generation by as much as 75%.
- Wrote in-depth content for internal and external stakeholders.

Marketing Account Executive | Ell Strategic Marketing + Creative Agency | Houston, TX | October 2013 - August 2015

- Successfully managed client projects, ensuring on-time delivery while exceeding expectations.
- Generated over \$500k in new business revenue through effective client acquisition and sales strategies.
- Developed agile team development processes to ensure high-level customer service and satisfaction, resulting in 90% customer retention rate.

Senior Account Executive | RR Donnelley Advertising | Houston, TX | May 2008 - October 2013

- Fostered over \$1M in annual revenue within the first two years.
- Grew sales each fiscal quarter by an average of 15%, exceeding sales goals each year.
- Developed successful account management strategies that improved customer loyalty by engaging with prospects and customers on a regular basis.

EDUCATION

Bachelors | Marketing | Texas A&M University

Masters | Communications | University of Houston

SKILLS

Digital Marketing Strategy | CRM & Marketing Automation | Campaign Development | Client Consulting | Brand Management | Marketing Research | Content Creation | Copywriting | Vendor & Agency Management | Data Analytics | Event Management | Public Relations