

# Brittany Hepworth, MBA

Albuquerque-Santa Fe Metropolitan Area

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## Summary

With over 12 years of Marketing Experience and 5 years of Digital Marketing Management, I have been expanding my knowledge of SEO, analytics, advertising, omni-channel marketing, and web development. I obtained my Masters Degree in Business Administration with high honors. As a Digital Marketing Manager, I head the planning and managing of marketing campaigns that promote a company's brand, products, and/or services with being highly skilled in analyzing metrics, and identifying trends. I have managed scheduling, cost control, risk management, digital marketing, business case writing, and delivery. I am a high potential; Marketing Manager with a passion for enhancing the business using my drive to achieve excellence. I have a proven track record of developing data-driven marketing campaigns and strategies. I serve as the point for effective multilevel marketing teams in various capacities throughout my career.

## Experience



### Owner

Artisan ABQ

Jan 2023 - Present (1 year 2 months)

The best and most complete art supply store in Albuquerque, New Mexico. For 35 years, ArtisanABQ has provided the highest quality art products to the finest artists in the Albuquerque area.



### Chief Marketing Officer

Worthmore Business, LLC.

Jun 2022 - Present (1 year 9 months)

White label digital marketing agency that delivers transformational growth for clients. From handling your social media marketing, to being your omnichannel strategist, and providing marketing, as well as sales consulting services, we help achieve DIGITAL EXCELLENCE!



### Marketing Director

Corley's Albuquerque Lincoln

Aug 2020 - Feb 2023 (2 years 7 months)



### Marketing Director

Artisan Santa Fe, Inc.

Aug 2015 - Jan 2023 (7 years 6 months)

Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.

Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.

Prepares marketing reports by collecting, analyzing, and summarizing sales data.

Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.

Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.

Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.

Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.

Monitors budgets by comparing and analyzing actual results with plans and forecasts.

Updates job knowledge by participating in educational opportunities; reading trade publications.

Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.



## **Vice President Marketing**

Worthmore Business, LLC.

Jan 2021 - Jun 2022 (1 year 6 months)



## **Digital Marketing**

Heller Jewelers

Oct 2019 - Jul 2020 (10 months)

Design & implement traditional and digital marketing strategies to reach as broad a target audience as possible. This may include in-store events, email, website, social media and in-person networking

Own the marketing for a specific region within the Bay Area

Manage the marketing budget annually

Work alongside the store owner & executives to develop key initiatives and programs to grow the business and build strong relationships with current customers

Manage the relationships of outside marketing vendors

Track all KPI's and use the information to improve processes internally



## **Assistant Property Manager/ Marketing Specialist**

RAM Partners, LLC

Oct 2014 - Apr 2015 (7 months)

Drive operational excellence and the performance culture by capital improvement plan (CIP).

Lead digital projects from initiation to completion.

Assists in the annual marketing strategy and budget process, consulting to ensure channel optimization for direct revenue, resource allocation, risk identification and new business opportunities.

Review monthly financial reports and supporting analytical data sets with Property Management team.

Hands on collaborate role working with our business unit to provide digital marketing support to achieve marketing goals.

Take ownership and manage approved online reputation management platforms by responding to all occupants' comments.

Successfully eliminated high delinquency rate by effectively communicating with tenants and improving process for collecting and tracking lease payments.



## **Small Business Owner**

Farmers Insurance

Jan 2010 - Feb 2012 (2 years 2 months)

Manage the recruitment process, including management of recruitment sources, job postings, employee referral program, posting advertisements, and applicant tracking database

Follow-up with corporate HR for benefits, payroll, LOA, and policy-related questions

Manage all Human Resources functions, including direct reports, related projects, and project support

Handles all types of employee questions and issues including those regarding benefits, personnel policies and procedures, FMLA, personal issues, attendance, etc.

Increase sales by approximately \$720,000 within 2 years.

Used a 7 step program Integrated new selling techniques.

Created and managed around \$6,000 monthly in business expenses including: advertising, rent, and employee salaries.

Marketed new products and created advertising campaigns through referral program, flyers, door-to-door sales, cold calling, website, and social media.

Personally booked approximately 300 clients within 2 years

Reviewed resumes for the district manager and trained contact manager for other agencies

Hosted HR related seminars and conferences

Assist with monitoring site employee compliance with company policies and procedure

Graduated from the University of Farmers, an out of state intensive sales training program,

Managed employees who scheduled client appointments and increased business by recruiting more clients,

Conducted pay roll, vacation, and paid time off

Created a business budget and prepared business plan

Advised clients of the insurance products necessary to protect all assets,

Developed follow up methods, cross sold products, and established referral program.

Active member and organizer of community events,

Communicated with clients through email, fax, telephone, and face to face,

Utilized Microsoft Word, Excel, and PowerPoint,

Deposited and monitored A.C.A account, (bank deposit)

## **Salon Manager**

### **Wink Salon**

Jan 2008 - Oct 2009 (1 year 10 months)

Responsible for the management of all salon personnel including (but not limited to) recruitment, training, product knowledge and skills development, loss prevention knowledge, performance management, safety, recognition, and legal compliance.

Demonstrated coaching and mentoring skills and can verbalize the steps taken to achieve those goals. This would be demonstrated by increased associate productivity, clear measurable goals, and monthly/annual performance appraisals.

Analyzes on a weekly/monthly basis the salon sales, expenses and trends, utilizing Shortcuts System reports, with the Upper Management to determine ongoing standards for weekly revenue goals, staff productivity goals, average ticket goals, and customer retention goals.

Responsible for taking business goals and developing a quarterly plan of action, with clear steps and measurements and consistently execute to deliver expected results

Responsible for identifying the skill development needed for each salon professional and determining the right resource, including themselves, to develop the skill.

Place and check in supply orders timely and within budget; while ensuring not to run out of needed supplies to services guests.

Conducts verbal and technical interviews, talent selection per Wink guidelines.

Ensures all internal/external technical product training classes are attended.

## Education



### **Everest University-Tampa**

Master of Business Administration (M.B.A.), Business, Management, Marketing, and Related Support Services

2015 - 2017

Managerial Decision Making, Management Information Systems, Business Research, Marketing Management, Quantitative Methods, Managerial Statistics, Management of Human Resources, Managerial Economics.



### **Everest University-Tampa**

Bachelors of Science, Business Administration, Summa Cum Laude

2013 - 2015

Graduated Summa Cum Laude



### **Everest University-Tampa**

Associates in Science, Business Administration, Magna Cum Laude

2011 - 2013

Significant coursework: Human Resources, Accounting, Marketing, Strategic Planning for Business, Business Math, Finance, Small Business Management, Applied Business Law, Computer Applications, Career Skills, Customer Relations and Servicing, Business.



### **Santa Fe Community College**

Bachelors Degree, Early Childhood Education and Teaching

2009 - 2010

## Skills

Marketing • Management • Customer Service • Recruiting • Sales • Human Resources • Strategic Planning • Payroll • Hiring • Social Networking

## Honors & Awards

### **Presidents List**

Jul 2013

### **Deans List**

Apr 2013

### **Deans List**

Jan 2013

### **Deans List**

Nov 2012

**Deans List** - Everst University

Jul 2014