

## EXPERIENCE

Swope, Rodante P.A. / 0.3.2018 - Present

### Digital Specialist

- ❖ Project Management for multiple website properties
- ❖ Social Media Expert / PPC Advertising Campaign Experience
- ❖ HubSpot Expert – Automation, Email, Databases, CRM, Web Pages
- ❖ E-mail Marketing, List Segmentation, Lead Nurturing
- ❖ Google Analytics & Moz Reporting Experience
- ❖ Search Engine Optimization, Keyword Research, Conversion Rate Optimization, Content Writer/Editor
- ❖ Advanced Knowledge of HTML & CSS / Some PHP Knowledge
- ❖ WordPress Expert
- ❖ Information Technology Backup and Technical Support

Mac of All Trades / 01.2017 – 11.2017 / Tampa, FL

### Customer Service Representative

- ❖ Provided Customer Service/Technical Support and purchasing advice for used Apple products
- ❖ Executed volume transactions for hundreds of customers
- ❖ Engaged in Marketing meetings to boost global sales.
- ❖ Utilized Volusion CRM to manage sales and customer support activities.
- ❖ Expert Negotiation Skills

Security Lock Systems / 05.2016 – 01.2017 / Tampa, FL

### Technician

- ❖ Installed and serviced security cameras and access control systems.
- ❖ Provided service to clients such as Tampa Bay Times and the City of Tampa.
- ❖ Worked with customers to ensure systems met their needs.

iHospital / 05.2015-05.2016 / Tampa, FL

### Warehouse Manager

- ❖ Managed inventory and warehouse staff for store locations nationwide.
- ❖ Developed business relationships with suppliers, participated in process reviews, and supported several key improvements.
- ❖ Improved the brand image with new additions.

## BRIAN WILSON

DIGITAL MARKETING  
ENTREPRENEUR

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CITY

Tampa, FL

## EDUCATION

UNIVERSITY OF SOUTH  
FLORIDA, ST. PETERSBURG  
Bachelor of Science in Marketing,  
Minor in Political Science  
Class of August 2018

## SKILLS

- Leadership
- Communication Skills
- HTML/CSS, Website Creation/Design
- Planning & Time Management
- Flexible
- Windows, Mac, and Linux Operating Systems
- Information Technology
- Software & Hardware Troubleshooting
- Conflict Resolution
- Negotiation
- Entrepreneur
- Marketing
- Critical Thinking
- Networking