

BRYAN FIELDING

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EDUCATION

University of South Florida | MUMA College of Business
Bachelor of Arts in Marketing

Graduated December 2018

PROFESSIONAL EXPERIENCE

IQPC Exchange

Sept 2018 – Dec 2019

Marketing Manager

- Created and executed marketing strategies and advertisements for different events catering to Fortune 1000 and Global 2000 audiences within the finance, analytics, and infosec/cybersecurity spaces. Events included the CISO, CDAO, CFO, and EFT (Enterprise Finance Transformation) Exchange portfolios.
- Responsible for managing 5 to 6 events at one time with each averaging a marketing budget of \$15,000.
- Designed and launched a total of 179 email campaigns over 14 events as well as one LinkedIn advertising campaign per event, resulting in over \$448,980 in total conversions. Monitored the success of event campaigns and media partnerships by using historical benchmarks and real-time data.

College Hunks Hauling Junk & Moving HQ

May 2017 – Aug 2018

Marketing Intern

- Managed social media accounts (Twitter, Instagram, Facebook, Pinterest, YouTube) and regularly used Sprout Social and Later.com platforms to make daily posts. Tracked social media analytics to conduct a social media audit to benchmark the social media strategy to CHHJ's nationwide competitors.
- Created and launched a 4th of July marketing campaign through social media and email marketing channels. This included a unique fireworks sculpture made from recycled plastic and metal that was gathered by a majority of the CHHJ team. This campaign development process also improved internal business relationships since it required the help from both the sales and corporate teams.

Sales Agent

- Communicated with an average of 30 clients per day to provide sales support for 115 franchises nationwide while maintaining 90%+ quality assurance and above average conversion rates.
- Expressed transparency and a realistic preview of moving and junk hauling services to each client regardless of the fast-paced work environment, resulting in 700+ jobs closed.

Vivid Custom Fishing Rods

Feb 2014 – Dec 2018

Custom Builder

- Coordinated with multiple suppliers and practiced creative techniques to construct high quality fishing rods, satisfying every client's preference and reflecting their unique fishing style.
- Sponsored Moffitt Cancer Center, Florida International University, and a trophy-winning fishing team in the Florida Keys by equipping each with a series of custom rods.

CAMPUS INVOLVEMENT

National Society of Leadership and Success

Jan 2017 – Dec 2018

- Developed leadership and team building skills by connecting with other members through success networking meetings, live speaker events, and leadership training seminars.
- Motivated other members of the organization to achieve their goals and initiatives by providing personal stories of hardship and success.

University of South Florida Lacrosse

Jan 2014 – Dec 2015

- Started as a face-off midfielder, left-wing attackman, and became a member of the man-up team.
- Facilitated the training process for the attackmen, which included agility drills, shooting drills, and dodging exercises which worked to improve ball handling skills and shooting accuracy.