

Brett Burns

(316) 640-9615 • burns31@gmail.com • www.linkedin.com/in/brett-burns/
www.brettburnsmarketing.com

Education

Wichita State University

May 2015

Bachelor of Business Administration

Major: Marketing

Minor: Management & Criminal Justice

Work Experience

Sales & Marketing Representative

March 2022 – Present

Aspire Brands, Inc, Wichita, KS

- Exceeding sales goals set by Aspire Brands on a weekly basis
- Converting customer interactions into sales by taking an informative and entertaining stance
- Assisting in the planning of business development initiatives within the Wichita community
- Designing physical marketing materials to help facilitate business development initiatives

Marketing & Business Developer – Contractor

August 2021 – November 2021

Kansas Kids Heart Center, Wichita, KS

- Updated and implemented branding strategies for a cohesive online presence
- Implemented business to business outreach strategies with the goal of increasing patient referrals
- Designed digital and physical marketing material for business development efforts
- Managed business online reputation by crafting personal responses to online reviews

Marketing Coordinator

January 2019 – August 2021

The Alley Indoor Entertainment, Wichita, KS

- Increased customer engagement on social media platforms such as Facebook, Instagram, and Google Business Account
- Effectively managed the business online reputation with personal responses to online reviews
- Utilized videography and editing to highlight company products and branding
- Regularly relied on resources such as Adobe and Final Cut Pro to curate high quality video and other graphic design marketing materials
- Worked within a company-set marketing budget efficiently by cutting unnecessary expenses and allocating funds in a more modern direction

Sales & Event Coordinator

February 2018 – August 2021

The Alley Indoor Entertainment, Wichita, KS

- Successfully increased overall group event sales by 22% (2018)
- Collected and implemented knowledge of event packages and product offerings
- Continuously sold product groupings and additions to maximize revenue opportunities
- Regularly utilized industry knowledge to assist in business development and marketing efforts to strongly expand the facility's clientele list
- Effectively communicate intricate details to ensure event success

Marketing Coordinator

September 2015 – November 2017

Wichita Family Dental, Wichita, KS

- Shot and edited video advertisements for company promotional events for all social media platforms
- Captured and analyzed data to effectively communicate them through actionable items, presentations, and budget reports
- Worked cohesively with a team to brainstorm and implement all marketing campaigns and promotions while maintaining brand identity
- Maintained official company social media platforms and website to facilitate interactions with patients

Skills

Achieving Results, Adobe Creative Suit, Brand management, Business Development, Community Engagement, Customer Service, Goal Setting, Final Cut Pro, Lead Generation, Multitasking, Microsoft Office, Negotiation, Networking, Outlook, Photoshop, Pitching Products, Presentations, Proposals, Public Speaking, Quotas, Relationship Building, Results, Time Management