

BRANDON SANCHEZ

MARKETER SPECIALIZING IN DIGITAL STRATEGY AND GROWTH MARKETING

Phone: +1-408-656-6836 Email: brandonasanchez@gmail.com Web: brandchez.com Location: West Palm Beach, FL

PERSONAL STATEMENT

Brandon is a marketer with a focus on working with startups from infancy through IPO. He is an entrepreneurial marketing leader and team builder specializing in strategy and growth marketing. Passionate about turning concepts into a reality for businesses looking to enter the market. Currently rebuilding the energy industry from the inside out at Electriq Power.

WORK EXPERIENCE

ELECTRIQ POWER, San Francisco, CA & West Palm Beach, FL - Director of Marketing JAN 2016 - PRESENT

Founding employee of residential energy storage company, Electriq Power, who is developing ubiquitous hardware and software solutions for the clean energy transition. Over the past seven years, I have worn numerous hats.

Responsibilities included:

- Developed Product Marketing strategies such as the go-to-market (GTM) framework, as well as successfully launching four energy storage products and numerous software features.
- Implemented integrated digital marketing plans consisting of SEO, Conversion Rate Optimization, Paid Advertising, Content Marketing, and more.
- Responsible for leading the company rebrand, launch strategy, messaging and positioning, and sales enablement strategy.
- Oversee the marketing budget for the U.S. market and developed strategies in line with regional and business objectives.
- Accountable for all national event marketing, from event strategy to partnering with trade show fabricators to perfect the in-booth experience.
- Produced countless marketing, sales, engineering, and customer service assets by leveraging my background in design and photography.

Notable Wins:

- Founding employee that grew the business from 4 employees to over 30 presently.
- Instrumental from startup to SPAC merger at \$495MM valuation (NYSE: ELIQ).
- Launched four energy storage products and numerous software features.
- Improving organic traffic by 100+% YoY through strategic content ideation and creation.
- Successful agreements resulting in two separate multi-million dollar white-label deals with prominent companies.
- Helped implement strategic partnerships and product deliveries through various major solar distribution channels.
- Instrumental in establishing Electriq Power as a competitive player in the energy storage market versus publicly traded competitors.

BRIGHTHAUS, San Diego, CA - SEO Account Director JUN 2014 - AUG 2015

BrightHaus is a boutique digital marketing agency in San Diego, CA.

- Managed the planning, strategy, and execution of SEO/SEM, PPC/AdWords, social media, analytics, and reputation management campaigns.
- Ensured the timely completion of campaign deliverables, such as keyword research, content creation, on-site optimization, analytics reporting, etc.
- Worked as the main SEO to develop and grow customers' businesses in a variety of industries.
- Coordinated with PR, Web Development and Design teams to maximize each uniquely tailored marketing strategy.

GEARY LSF, San Diego, CA - Marketing Coordinator FEB 2014 - JUN 2014

Geary LSF is a full-service digital agency that specializes in omni-channel marketing.

- Reworked all of Geary LSF's database inefficiencies in Salesforce, which totaled over 100,000 accounts.
- Assisted in campaign set-up process, media quality assurance, and tracking set-up.
- Ongoing development and roll-out of keyword strategies, and worked them into Geary's content strategy.

THE DIVORCE HELP CLINIC, San Diego, CA - Marketing Manager JAN 2010 - JUN 2014

The Divorce Help Clinic is San Diego's largest divorce mediation firm, providing group counseling, one-on-one counseling, and workshops.

- Developed and managed all marketing strategies with the objective of generating qualified leads for the firm and expanding its reach across San Diego.
- Overall responsibility for increasing the efficacy of marketing initiatives, including the review of existing programs and the development of new ones.
- Created marketing campaigns for high-divorce-rate segments of the local population, resulting in an 18% increase in new leads.
- Gathered and analyzed local data and trends in order to determine a strategic focus for sales and budget allocation.

EDUCATION

MASSEY UNIVERSITY (AKL, NZ) M.A., Management & Marketing

Overall GPA: 3.6, Recognized and awarded as one of the top-performing students in Consumer Behavior and Advanced Market Research.

SONOMA STATE UNIVERSITY (CA) B.S., Marketing

GROSSMONT COLLEGE (CA) A.S., Business