

BRENDAN STEELE

DIGITAL MARKETING MANAGER

Buy Box Experts

August 2020 - Present

Associate Brand Growth Strategist

Assist amazon sellers in reaching their sales goals on amazon by managing customer Amazon accounts, set and implement strategy for sales, advertising, content optimization, logistics and more

UpWork

August 2018 - August 2020

Digital Marketing Freelancer

Assist private label amazon sellers in reaching their sales goals on amazon by performing copywriting, keyword research, product photography, consulting, ppc campaign management, seller central support, SEO analysis, listing optimization, conversion rate optimization.

Vive Health

August 2016 - August 2018

Marketing Analyst

Perform SEO analysis of home health products on a variety of platforms. Responsible for managing freelancers overseas in order to create marketing content for product listings. Managed Amazon sponsored ads and analyzed their bids and profitability. Made decisions on pricing, identified products that fit our product line and made recommendations to the product team. Created monthly reports and identified action items for the next month.

Estuary at Grey Oaks

March 2016 - August 2016

Office Administrator

Microsoft Excel, Word, and Outlook. Basic office duties.
(Temp agency assignment)

Caddy Master

October 2015 - March 2016

Forecaddy

Ensured Tiburon Golf Club guests had a positive experience while giving shot advice on the course.

GlobalTech LED

April 2015 - September 2015

CSR/Inside Sales Representative

Enter customer orders, answer customer inquiries, fielding calls, sales reports, order tracking.



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EDUCATION

2008-2012

Lebanon Valley College

Bachelors of Science Degree
Business Administration

CERTIFICATIONS

- Hootsuite
- Google My Business
- Google Ads
- Google Analytics
- Twitter Flight School

SKILLSET

- Product Photography
- eCommerce
- SEO
- Google Ads
- Amazon ads
- Google Analytics
- Wordpress
- WooCommerce
- Graphic Design
- Copywriting
- HTML

Golfsmith

April 2013 - April 2015

Sales Associate, Master Club Fitter, Tourshop

Certified master club fitter with Ping, Titleist, Mizuno, Callaway, SeeMore putters, etc. Performed tour shop duties which included re-gripping, re-shafting, and other general club repair. Helped guests find their desired products in a friendly and outgoing manner.