

# BREE DETERS



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## ABOUT

Optimistic, sunshine-loving, yoga enthusiast with 15 years experience in business strategy & planning, marketing operations, management, data & analytics

## SKILLS

- Strategic planning
- Marketing management
- Marketing communications
- Team leadership & performance
- Systems & processes
- Project management
- Data analysis
- Email marketing
- Social media marketing
- Growth mindset
- Adaptable & flexible
- Goal-oriented
- Proactive "get stuff done" approach
- Cross-functional team leadership
- Creative problem solver

## EDUCATION

### DePaul University

*Master of Business Administration, Marketing Strategy & Planning*

### University of Southern California

*Bachelor of Science, Kinesiology*

## EXPERIENCE

### Grow Brightly | Online Business Consulting

2019 - Present, Online Business Manager & Consultant

- Partnered with online entrepreneurs to strategically build & grow their businesses via efficient planning, systems, processes, data/analytics, and project management
- Lead teams of 3-10 to complete creative, strategic, and tactical projects on time and within budget for major marketing & sales launches
- Continuously proposed & implemented ideas & plans to business owners to increase their revenue and profitability in sustainable ways

### DC Trident | Professional Sports

2020-2022, Team Manager & Marketing Manager

- Managed a professional swim team of 42 athletes & staff as they competed in a 6-week training & racing "bubble" camp in Budapest, Hungary in Fall 2020, and in Naples, Italy & Eindhoven, Netherlands in 2021
- Responsible for team marketing, PR, logistics, operations and finances before, during & after camp
- Advocated for athlete & staff safety & needs for training and competition to the league

### Digitas | Marketing Agency & Media

2017 - 2019, Associate Director, Strategy & Analytics

- Ideated, created, and executed marketing & measurement strategy, KPI and goal development, measurement framework, and performance analysis for clients
- Identified innovative opportunities in media, data, and measurement (including primary research) and pitched ideas to clients
- Managed and developed healthy client and vendor partnerships, including focusing on client retention & growth of services
- Lead, developed, and mentored teams of analysts to deliver on client responsibilities & advance their careers

"I love Bree's awesome attitude and eagerness to make things happen. When I approach her with a problem, I know that she'll always bring creative, new ideas to the table." - Kaitlin Hogan

"Bree is a professional through and through. Her communication, organization and leadership all made it easy & fun to work on her team." – Crystal Coleman

## EXPERIENCE (CONTINUED)

### Rise Interactive | Marketing Agency & Media

2015 - 2017, Associate Manager, Analytics

- Lead Strategic Planning team that developed cohesive marketing strategies & roadmaps for new clients
- Managed new client on-boarding and delivery process for the team
- Team liaison between sales & marketing, account management, project management, media channels, and customer experience
- Managed resource planning & tracking process for the Analytics team

### BAI | Banking & Finance

2014 - 2015, Manager, Marketing Analytics

- Created reporting frameworks to measure & optimize marketing process efficiency for each line of business and the organization as a whole using Marketo, Google Analytics, Hootsuite, Survey Gizmo, and more.
- Responsible for performance of marketing and lead generation process & systems, data quality and email deliverability
- Marketing Functional Product Owner for Agile Process within IT & Development teams

### Celsis | BioTech

2013 - 2014, Marketing Manager

2012 - 2013, Marketing Operations Associate

- Lead digital marketing as Marketo & Salesforce administrator, marketing analytics lead, event manager & public relations coordinator
- Coordinated & completed a brand re-launch with executive leadership, creative, and customer service teams
- Managed sales training program for global sales team that resulted in the highest revenue year in the history of the business

### Biolase Technology | BioTech

2011 - 2012, Marketing Communications Manager

2007 - 2009, Marketing Event Coordinator

- Managed content & asset creation for sales and marketing events that generated high quality leads & increased tradeshow booth traffic by 80%
- Project manager of \$2m integrated advertising budget and analyzed ROI to determine best value-added investments
- Achieved lowest cost-per-sale ratio in company history by reducing event expenses by over 50% with new processes

## TECHNICAL

- Google Analytics
  - Google Tag Manager
  - Google Data Studio
  - Hubspot
  - Tableau
  - Voxer
  - Customer relationship management (CRM)
  - Infusionsoft
  - Clickfunnels
  - Marketo
  - Salesforce
  - ActiveCampaign
  - Asana
  - Clickup
  - Facebook Business Manager / Instagram
  - Canva
  - Google Suite (Gmail, Drive, Calendar, Docs, Sheets, Slides, Forms)
  - Microsoft (Excel, Word, Powerpoint, etc)
  - Slack
- ...and many more!

## CERTIFICATIONS

### Certified Online Business Manager (OBM)

2019 - Present; International Association of Online Business Managers

### Asana Certified Pro

2020 - Present; Asana

### Adobe Analytics Business Practitioner

2016 - Present; Adobe

### Marketo Certified Expert (Marketo Champion)

Expired; Adobe Marketo