

BRANDON KIRSCHNER

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<https://brandonkirschner.github.io/brandonkirschner/>

Professional Summary

I'm a self-motivated professional building my career in the web development and digital marketing industries. In my short career thus far, I've proven to be versatile, dependable and passionate about utilizing technology to promote business objectives for clients and colleagues alike. I exhibit an outside-of-the-box approach to problem solving and a Hemingway-esque ability to perform gracefully under pressure. I'm also a proud Eagle Scout.

Skills

- Email Development and HTML/CSS/jQuery
- Email Marketing software including MailChimp, Constant Contact and Blue Hornet
- Content Management Systems including WordPress
- Project Management software including Basecamp and Trello
- HootSuite Certified and proficient in Falcon Social
- Base knowledge of SEO techniques
- Copywriting, Copy Editing and Technical writing capabilities
- Network Administrator and Quality Assurance

Work History

Digital Marketing Coordinator

Oct 2015 - Current

Vision Creative Group

Cedar Knolls, NJ

- Direct all phases of web development projects from conception to completion
- Provide maintenance and content updates for client WordPress sites
- Devise, coordinate and execute social media campaigns resulting in an increased reach and generated leads
- Build responsive HTML emails from scratch for clients including Casio and Samsung
- Deploy email campaigns using MailChimp, Constant Contact and Blue Hornet
- Define and document best practices for email design and production
- Assist the lead developer in base level SEO services including identifying on page optimization, generating reports, and submitting weekly sitemaps
- Investigate and resolve an extensive range of technical issues for clients quickly and efficiently
- Manage a wide variety of customer service and administrative tasks to resolve customer issues quickly and efficiently
- Maintain all computer equipment and act as the network administrator

Junior Copywriter/Editor

Aug 2014 - Oct 2015

Vision Creative Group

Cedar Knolls, NJ

- Wrote web copy for clients from a range of industries including CPGs, electronics, healthcare, and education
- Copyedited client websites, emails and print creatives
- Assisted Account Executives with account-related tasks including influencer research and execution of influencer campaigns and competitor research
- Built emails using pre-built templates and deployed email campaigns using MailChimp, Constant Contact and Blue Hornet
- Performed all IT functions for the company

Help Desk Technician

Apr 2014 - Aug 2014

Online Computers and Communications LLC

Whippany, NJ

- Administered user technical support via phone, email, and onsite support
- Provided maintenance of computer applications, systems, desktops, peripherals, which included installing, configuring, diagnosing, documenting, training, repairing and everything in between.
- Drafted Excel documents for inventory and project management.

Education

Bachelor of Science: Communication Studies

Suffolk University Boston, MA

Certifications

Hootsuite Certified Professional Hootsuite Media Inc. July 2015