**Shawn Bezzant** Salt Lake City, UT Metro Area

[sbezzant@gmail.com](mailto:sbezzant@gmail.com) • <https://www.linkedin.com/in/shawnkbezzant/>**•** [www.shawnbezzant.com](http://www.shawnbezzant.com) • (801) 361-2840

**Director of Marketing**

**Budget Management / Campaign Management / Client Retention / Cloud / Technology / Growth Strategies  
Corporate Communications / Enterprise Solutions / Marketing Development / Measurement & Tracking / CRM Promotions / Planning / Presentations / Positioning / Press & Media Relations / Social & New Media Marketing  
Startups / Team Leadership / Technology / Vendor Management / Business Strategy / Marketing Alliances**

Outstanding record of developing and directing strategic marketing initiatives in demanding and fluctuating environments. Delivered strong revenue growth and market penetration for established technology firms and startups, personally directing traditional and digital marketing efforts in demand generation, channel development, and campaign management and measurement.

Proven expertise in budget administration, acquisition and client retention, key account development, and promotions marketing. Proficient in marketing automation tools such as CRM (Salesforce), SEO Optimization Tools, and pay per click (PPC) advertising platforms such as Google AdWords, Facebook Advertising and LinkedIn Advertising. Can immediately make a strong impact by:

* **Planning & executing aggressive growth strategies**
* **Developing & launching successful new products & services**
* **Identifying & seizing untapped opportunities & emerging markets**
* **Forging win-win strategic alliances, partnerships & distribution channels**
* **Building a culture of innovation, continuous improvement & organizational excellence**
* **Recruiting, mentoring, managing & motivating high-performance marketing organizations**

**Holds a BA in Business Administration** from Florida Institute of Technology. **Member** of the American Marketing Association. **Proud** **Veteran** (Sergeant) of the United States Air Force.

**SELECTED ACCOMPLISHMENTS**

**Launched digital marketing initiative, doubling traffic and creating $9M in revenue.** Developed strategy to expand digital marketing channel, including boosting content such as best practices, white papers and case studies to increase awareness of the medical ROI platform. Advertise via Google AdWords to reach target audience.

**Established business development team, boosting revenue $60M.** Challengedto meet aggressive growth targets, reviewed data and identified gaps in turning leads in sales. Created team to follow-up on leads and implemented performance goals. Tripled pipeline leads to $184M within first year; realized substantial revenue.

**Designed and introduced product suite concept, surpassing sales by 141% for the year.** Proposed and implemented a new suite of products that provided customers with a value-added and unified IT strategy, while providing a sizeable new revenue stream for the company.

**Built partnerships with resellers, driving $40M in sales.** Initiated strategic partnerships with resellers. Collaborated with sales team to present and implement strategy. Became CDW’s largest sales partner.

**CAREER EXPERIENCE**

**Founder—President,** Bravo44 Consulting Group, 2017 to Present. Provide digital marketing services for small to medium size businesses, including website creation, SEO, social media management and digital advertising.

**VP/Head of Marketing,** ChartFast, 2016 to 2018. Oversaw marketing strategy and execution, expanding brand into mainstream market by leading GTM strategies, executing marketing campaigns across multiple channels, and catering marketing packages to customer/business needs. Increased customer awareness and qualified leads per month through social media and digital marketing (Google Ads, Facebook, LinkedIn, and Twitter).

**Director of Americas Marketing,** LANDesk/Ivanti, 2012 to 2016. Responsible for all marketing strategy and execution for the Americas region. Managed cross-functional team of 12 that spanned 3 divisions. Average revenue grew at 10.5% per year from 2003-2015. Continuously exceeded 70:1 ROI on marketing budget. Held $3M budget.   
 ***Previous position:*** Senior Partner Marketing Manager, 2003 to 2011

**Manager of Business Development,** broadGap Technologies, 2001 to 2003. Directed all marketing efforts, generating and fostering new business sales partnerships. Managed two direct reports.

***Earlier experience*: Technical Marketing Manager,** Novell; **Sr. Quality Assurance Engineer,** WordPerfect; **Network Administrator,** United States Air Force.