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

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**Director of Marketing**

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

A high-performing marketing leader with an 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. Drove strategic alignment of business processes, sales, and growth goals that directly impacted ROI and increased top and bottom line results.

Proven expertise in budget administration, acquisition and client retention, key account development, and promotions marketing. Proficient in CRM and marketing automation tools (Salesforce, Marketo), SEO Optimization Tools, and pay per click (PPC) advertising platforms such as Google AdWords and Facebook 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. **A Proud** **Veteran** (Sergeant) of the United States Air Force.

**Career History and Highlights**

**Owner**

Bravo44 Consulting Agency  
2017 to Present

*Bravo44 is a digital marketing agency serving small and local businesses within the United States.*

Bravo44 provides services for website creation and optimization services (SEO), social media management, reputation and review management, digital advertising and lead generation services for businesses.

* **Generated 20% increase in first-year business.** Real estate client needed to increase revenue. Wrote and implemented marketing strategy to improve online presence through SEO and social media platforms. Resulted in measurable uptick of website traffic, and increased sales opportunities. Ultimately improved overall Lifetime Customer Value (LTV) and Annual Recurring Revenue (ARR).

**VP / Head of Marketing**ChartFast  
2016 to 2018

*ChartFast is an innovator in Release of Information (ROI) automation and medical records retrieval.*

Oversaw marketing strategy and execution at a SaaS based technology company. Responsible for driving profitable revenue via multiple marketing channels. Expanded ChartFast brand into mainstream market by leading go-to-market 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). Worked in partnership with vendor partners, company leadership, and various marketing agencies to create targeted content. Created and executed a content strategy to educate and excite the market about ChartFast products and services.

* **Launched digital marketing initiative, doubling traffic and creating $9M in revenue.** Tasked with expanding the digital marketing channel. Developed strategy to include boosting content such as best practices, white papers and case studies to increase awareness of the benefits of the medical ROI platform. Directed efforts to advertise via Google AdWords to reach target audience. Leads from this effort contributed significant revenue plus provided wealth of sales targets for following year.
* **Drove $8M in new business within first two years.** Aggressive growth goals required new sales strategy. Partnered with Health Information Management Association (HIMA) to sponsor state and national events. Used Google Ads to target new prospects, yielding 3,000+ new opt-in prospects.

**Director of Americas Marketing**

LANDesk / Ivanti  
2012 to 2016

**Senior Partner Marketing Manager,** 2003 to 2011

*LANDesk is an asset management software system used to remotely inventory and manage desktops and mobile devices. Renamed to Ivanti in 2017, now includes IT security, IT asset management and IT endpoint management products and services.*

Responsible for all marketing strategy and execution for the Americas region. Managed cross-functional team of 12 that spanned three divisions and who created and executed strategic, multidisciplinary marketing campaigns to build the sales opportunity pipeline. Average revenue grew at 10.5% per year from 2003-2015. Continuously exceeded 70:1 ROI on marketing budget. Managed $3M budget.

* **Identified and mentored marketing manager to lead new digital strategy worth $5M sales.** Initiated the push toward digital marketing to remain competitive in the industry. Coached senior marketing manager in working with creative and product marketing teams to implement initiatives and manage budget. After one year, 200 new qualified leads filled pipeline with $15M in new business opportunities.
* **Established business development team, boosting revenue $60M.** Challengedto meet aggressive regional growth targets, reviewed historical data and identified the gaps in turning leads in sales. Created a business development (telemarketing) team to follow-up on leads and implemented performance target goals. Tripled pipeline leads to $184M within first year, resulting in substantial revenue increase. Exceeded goals and positioned Americas Marketing team as a strategic and essential sales partner.
* **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. Combined the flagship product with existing lesser known products to become the Total User Management Package. Resulted in record breaking sales revenue and increased customer satisfaction.
* **Built strategic partnerships with resellers, driving $40M in sales.** To accelerate growth, initiated partnerships with CDW and hardware manufacturers such as Lenovo and HP. Collaborated with channel sales team to present and implement strategy, including special pricing and creative incentive programs. Within five years, CDW grew to become LANDesk’s largest sales partner, generating 20% of LANDesk’s sales.

**Manager of Business Development**

broadGap Technologies  
2001 to 2003

*broadGap is a custom technology solution firm that partnered with businesses to create   
websites, manage e-commerce sites, and monitor small business IT infrastructure and help-desks.*

Directed all marketing efforts, generating and fostering new business sales partnerships. Created marketing programs and campaigns to drive interest in products and services. Led broadGap into new business opportunities as a reseller of network security products and services. Managed two direct reports.

* **Led Go-To-Market strategy for new service line, achieving 100% growth YOY**. broadGap needed to diversify to accelerate growth. Researched industry trends, reviewed core competencies, and created strategic plan for providing specialized IT services to small and mid-size businesses. Managed content creation, outreach to target verticals, advertising and public relations. Robust business plan and infrastructure allowed broadGap to weather the economic downturn at the time.

**Technical Marketing Manager**

Novell  
1997 to 2001

*Novell, Inc. was a software and services company. Its most significant product was the multi-platform network operating system known as Novell NetWare, which became the dominant form of personal computer networking.*

Responsible for showcasing Novell technology at major trade shows and events. Generated thousands of new marketing leads for Novell while providing hand-on experience for prospects interested in technology demonstrations.

* **Instrumental in showcasing new technology, receiving Smithsonian Technology Award.** Collaborated with technical marketing team to design and implement "Novell Connecting Points," an innovation that provided event participants virtual Internet access to events from any location. Technology included biometric scanning and dual authentication. Earned positive press coverage and increased product awareness.

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

**Skills / Experience Factors / Personal Traits**

Marketing / Sales / Field Sales/ Demand Generation / Reporting / Strategy / Strategic Direction / ABM / Contract Negotiation / Marketo / Negotiation / Partnerships / Salesforce.com / Corporate Marketing / Customer Service / Direct Mail / Event Marketing / Event Planning / MS Office / Negotiating Contracts / Project Management / Sales Cycle / Logistics / Contracts / Editing / Analytics / Budget / Vendor Management / Creative / Flexible / Accountability / Organized / Collaborative / Coordination / Creativity / Delivering / Enthusiastic / Fast-paced / Inspire / Inspiring / Leadership / Negotiating/ Communication Skills / Accountable / Creative Thinking / Detail Oriented / Fast-paced Environment / Problem Solving / Verbal Communication /   
Work Independently / Problem Solving Skills / Verbal Communication Skills /America / North America / Technology / Event / Team / Regional / Events / Demand / Mission / Field Marketing / Positive / Software /Pipeline / Activities / Go-To-Market / Pay Per Click / PPC / Search Optimization / SEO / Release of Information / ROI / Content / Content Strategy / Planning / Forecasting / Cross-Functional Teams / Client Satisfaction / Collateral / Team Building / Marketing Campaigns/ Communications Management / Digital Marketing / Mobile / Affiliate / Affiliate Marketing / Conversion / Consumers / Education / Continuous Improvement / Strategic Direction / SEO / SEM / Usability / Segmentation / Acquisition Strategies / Channel /  
Content Development / Customer Acquisition / Email Marketing / Financial Targets / Marketing Plans / Mobile App / Mobile Applications / Mobile Apps / Online Marketing / Organizational Leadership / Performance Metrics / Reporting / Operations / Metrics / Agile / Analytical / Engagement / Expenses / Social Media Marketing / Collaborative / Hands-On / Influence / Influencer / Innovative / Listen / Mentor / Problem-Solving / Resourceful / Goal Setting / Collaboration / Global / Email / Global Digital / Text / Email Text / Distributor / Messaging / Global Digital Marketing / Sales Enablement / Multi Channel Marketing / Channel Partners / Sales Process / Sales Operations / Account Management / Product Management / Customer Acquisition / B2B / B2B Marketing / Solution Selling / E-Commerce / Mobile Devices / Direct Sales / Direct Marketing / Event Management / SaaS / Enterprise Software / Business Alliances / Strategic Partnerships / Lead Generation / Partner Management / Marketing Automation / Lead Management / Channel Programs / Partner Marketing / Channel Management / New Business Development