



MARTIN BREWER

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PROFILE

Marketing and Communications · Project Management · International Relations

Marketing and Communications visionary with proven success creating and executing fully integrated marketing strategies, building relationships with clients and agencies, and controlling budget costs. Strong project management abilities from initial concept through production. Creative direct and e-mail communications. Solid trade show management abilities including planning, staffing coordination, on-site setup and teardown, and results analysis. Outstanding interpersonal skills, able to influence key decision makers and drive consensus across various levels of the organization. Exceptional leadership skills with sales and marketing teams. Enjoy working in a high-performance culture with focus on national/international market development.

Core Competencies include:

- Project Management
- Budgeting & Cost Control
- Direct & E-mail Marketing
- Graphic Design & Layout
- Corporate Communications
- Website Content Management
- Print & Digital Campaigns
- Agency Relations
- Trade Show Management
- Marketing Collateral
- Vendor Management
- Team Leadership

PROFESSIONAL EXPERIENCE

ADVANCED SEPARATIONS – McKinney, TX

2008 to Present

Project Manager / Communications

Direct day-to-day operations and retain evolving client base. Streamline protocol to enhance the efficiency and effectiveness of processes. Manage low to high level projects with a consistent record of success. Adapt project structure to produce favorable outcomes. Implement modern communications strategies to create engaging content. Consistently produce a quality work product under strict deadlines with minimal direction. Accurately provide a high level of detailed support for all communications initiatives.

- Instrumental in growth and development of newly-formed startup.
- Retention of Fortune 500 clients across various markets.
- Procurement of partnerships and distribution.

METROHM USA – Houston, TX

1998 to 2008

Marketing/Advertising Manager (2002 to 2008) • Marketing Assistant (2000 to 2002)

Promoted to lead marketing and communications sector in North America for international analytical instrumentation company with millions in annual sales.

Work closely with internal organizations and customers worldwide to provide marketing support. Plan and track annual budget. Write, proofread and edit corporate, lab, applications, and marketing materials. Oversee creative development through design and publication of all advertising and marketing initiatives. Manage website development, maintenance, and search engine optimization. Develop and coordinate trade shows including logistics, exhibits, promotional materials, etc. Develop direct mail and e-mail campaigns. Support outside sales team with distributor literature. Oversee eCRM lead management and maintenance. Maintain relations with ad agencies, printers, distributors, and promotional retailers.

- Implemented new trade show exhibit to increase booth traffic, generate leads, and save \$220K in 5 years.
- Created a more effective marketing strategy while reducing marketing/advertising costs by \$500K.
- Provided key leadership in growth of market share from zero to 25% in a highly competitive sector.
- Improved company awareness and recognition as second largest provider in the ion chromatography market.
- Earned multiple awards as Outstanding Employee of the Month.

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*Additional experience as **Laboratory Technician** for Peak Analytical, Inc. (1997-1998)*

EDUCATION & CREDENTIALS

B.A. in Communications (2002) – UNIVERSITY OF HOUSTON CLEAR LAKE – Houston, TX

Editor-in-Chief UHCLIDIAN Newspaper & Bayosphere Magazine

A.A. in Social Science (2000) – SAN JACINTO COLLEGE SOUTH – Houston, TX

*Dean's List * Full Athletic Scholarship * Reporter San Jacinto Times Newspaper*

CONTINUING EDUCATION

Code School

TECHNOLOGY

Mac OS X and Microsoft Windows

Adobe Dreamweaver, Illustrator, InDesign, & Photoshop

Microsoft Word, Excel, & PowerPoint

Adobe Creative Cloud

Basecamp

MailChimp