

Aaron Wayne Brown

aaronwbrown1 at gmail dot com
970-219-5899
Loveland, CO

OBJECTIVE

To help increase sales and create new customers using innovative marketing, research, and product development in a small business or team environment.

EDUCATION

BS Business Administration, Marketing *Emphases: Computer Information Systems, Leadership*
Colorado Christian University, 2001, Summa Cum Laude

APPLICABLE PASSIONS & SKILLS

- Using technology to find new avenues for sales
- Figuring out why and how
- Learning new skills and new businesses
- Using technology to store, analyze, and present information
- Helping small businesses/teams succeed

RELATED EXPERIENCE

Research Assistant – Global IP Net, Kihei, HI

March 2009 – June 2009

- Found, compiled, and entered data on industry-specific companies into a custom database, keeping the core product up-to-date
- Evaluated, comprehended, and entered intellectual property information, forming the base of a new product offering
- Created a custom GoldMine reporting database, via SQL, dramatically reducing worker report hours
- Created a VBA application to combine scattered data into usable information, the first step toward a new sales tool

Shop Manager – Kona Boys, Kealahou, HI

February 2008 – January 2009

- Managed the day-to-day operations of a kayak, surf, and snorkel retail/rental store
- Ensured customers had an excellent experience, driven by aloha, via in-store sales, recommendations, and creative solutions
- Developed strategies to drive store sales and increase profitability including sales, advertising design and placement, and email campaign execution
- Guided half-day kayak and snorkel tours in Kealahou Bay
- Led shop staff teams, including training, encouraging, and scheduling

Ironclad Authentics E-Commerce Intern - Ripken Baseball, Baltimore, MD

October 2007 - December 2007

- Populated, proofed, and helped implement a full website redesign for an online retail store with daily sales
- Created email marketing campaigns resulting in new revenue
- Provided market research support and recommendations, helping to secure a major new client
- Made recommendations for online marketing mix including AdWords, email campaigns, and customer segmentation

Marketing Research and Database Manager – Group Publishing, Loveland, Colorado

November 2006 – July 2007

- Produced timely, usable, decision-enabling research results
- Achieved a 50% reduction in research project turn-around, and a 20% increase in respondents
- Created a user-friendly, indexed, unified research library of primary and secondary research that informs new initiative and market trending questions
- Created key metrics reports for and provided reporting support to Strategic Business Units

New Product Development Research Coordinator – Group Publishing, Loveland, CO

May 2005 – October 2006

- Provided market research leadership & support, helping my team hit launch revenue projections for new high-potential projects
- Ensured every project had adequate customer need, preference, and market-sizing intelligence for board business plan approval
- Created a multi-targeted, nationwide, email-based research network with more than 2000 participants in each target area, yielding rapid directional feedback

Marketing Coordinator – Group Publishing, Loveland, Colorado

May 2002 – April 2005

- Analyzed campaign performance and presented results and recommendations to leadership
- Concepted, coordinated, and implemented marketing projects for four product lines
- Created mail and email lists and reports for direct marketing campaigns and campaign analysis

LEADERSHIP, COMMUNITY INVOLVEMENT, ETC.

- Service Expedition Travel Coordinator staff in Puerto Rico and Belize (Group Workcamps Foundation, 2005 – 2007)
- Lifeguard for the professional, CPR, First Aid, and PADI Open Water Diver certified 2008-2009
- Served as a church Deacon, Loveland, CO