



MY OBJECTIVES

I want to put my experience as a comprehensive solutions provider to work with you.

In Graphics
In Marketing/PR
In Web Design/Web Development
In eCommerce
In Social Media & Community Management

PERSONAL

US Citizen
New York Based Open to Relocation
NY Drivers License

EXPERTISE

Marketing
Community Building/Management
Social Media Channels and Tools
Facebook, Twitter, YouTube, Instagram
Twitch, Mixer, TikTok, Reddit, forums, Discord
Adobe Creative Cloud
HTML5/HTML, PHP
CSS, JS Libraries
Photopshop | Premiere | InDesign
SEO and Social/Shopping Relevance
Amazon Seller | Vendor Central | eBay Seller
Google Analytics, Facebook Analytics
Shopify | WordPress | Magento | Drupal
eCommerce
HubSpot | Marketo | Eloqua | Mailchimp

STRENGTHS

Creativity
Reliability
Communication
Leadership
Analytics

LANGUAGES

English
Spanish
Arabic

LAWRENCE BRENNER

MARKETING, ECOMMERCE, COMMUNITY, GRAPHICS, AND WEB DESIGN/DEVELOPMENT

EXPERIENCE

Each listed position encompasses only a sample and brief description of the work performed and responsibilities with each company or group of companies.

Jan 2020 - current

INDEPENDENT MARKETING & TECHNOLOGY CONSULTANT

RESPONSIBILITIES:

With the pandemic I have been helping various companies and individuals adapt their environments to be more virtual, remote setups, be able to conduct business, and connect with their customers on multiple platforms, across the nation and also internationally. I have also worked to help companies create content to connect with virtual audiences, and engage them in discussion across social platforms and other means.

June 2019 - Jan 2020

Marketing Specialist MTC INDUSTRIES (AND COMPANIES)

RESPONSIBILITIES:

Development of marketing plans and content for national & international distribution of supplement ingredients and finished products. Developing original brands, markets, and product designs thereof. Developing/revolutionizing web presences. Social Media Management & development of campaigns on brand channels for multiple countries. Amazon and other online marketplaces management and development.

March 2018 - March 2019

Marketing Officer GEAR WORLD DISTRIBUTORS

RESPONSIBILITIES:

Increased social media engagement by on multiple social channels (facebook, instagram, YouTube) by over 200%. Optimized listings for channels and managed third-party marketplaces such as Amazon, eBay, Walmart, and Google Shopping. Wrote, produced, shot and edited product videos in Premiere. Created photos and graphics using Photoshop. Managed and optimized Google Ads campaigns.

Nov 2016 - March 2018

Marketing, Art, and Social Director WOLF X-RAY

RESPONSIBILITIES:

Revolutionized website and marketing efforts with analytics that I built on-top of the Shopify platform which I also implemented. Defined QA and wrote methodology for international customers. Lead new digital inventory projects and catalogues. Created marketing materials and catalogues in Photoshop and InDesign. Managed third-party marketplaces for products. Developed and executed successful social media campaigns.

June 2015 - Jan 2016

Marketing SP+

RESPONSIBILITIES:

Lead the creation and development of various websites and marketing efforts for individual properties and parking solutions. Designed graphics and marketing materials in Photoshop, InDesign. Built solutions WordPress, HTML, CSS, PHP. Analyzed web traffic, sources, and made SEO Optimizations.

May 2014 - Aug 2016

Web and Media DANNER MANUFACTURING

RESPONSIBILITIES:

Lead and developed the ecommerce sites and efforts. Supervised development of components by third parties. Created and developed marketing materials and media.

Additional Experience, Details, and Work Available Upon Request

EDUCATION

Sep 2002 - Jun 2006

Cornell University
BA 3.5 GPA

MAJORS:

Mathematics and Technological Systems Management

SPECIAL CONTRACT PROJECTS

WITH AWESOME
COMPANIES &
PEOPLE

Abrams ComicsArts	Elfquest	Riot Games	This is a Sampling Not All Are Listed
Adventure Time	Esurance	SmartSource	
Castle Corsetry	Her Universe	Sonny Strait Studios	See www.lawrencebrenner.com for more
Chase	Japan Society	Spiral Cats	
Clear	Marvel	Star Trek Adversaries	
Cuddli	PAX	US Open	
DC Entertainment	ReedPOP	Vengeance Designs	

If you are a third party recruiter you agree to pay all interview expenses.