

BRIAN HASENBAUER

CONTACT

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INNOVATIVE MARKETING LEADER

PROFILE

My experience as a Marketer, Business Owner, and Financial Analyst makes me an asset to any organization looking for a smart and innovative marketing leader that can instantly contribute to a team.

I firmly believe that my passionate approach to leadership and commitment to lifelong learning is contagious and has helped me succeed in each and every position I have held.

SKILLS AND KNOWLEDGE

- Marketing Strategy
- Content Marketing
- Product Marketing
- SEO, SEM and Google Analytics
- Social Media Strategy
- Financial Analysis
- Copywriting
- Public Relations

TECHNOLOGY

- HubSpot
- Wordpress
- HTML

LEADERSHIP

- Founder - Helping Lake Highlands
- Board Member - LH Chamber
- Member - Exchange Club
- Board Member - HubSpot User Group
- HubSpot Accredited Trainer
- HubSpot Speaker Bureau
- HubSpot Certified & Inbound Certified
- Business Coach - Refugee Job Training

ACCOMPLISHMENTS

- 8-Time Ironman Finisher
- 4-Time Hawaii Ironman World Championship Finisher
- Public Speaker
- Race Announcer

EDUCATION

BS Finance
George Mason University
1991 - 1995

EXPERIENCE

LEADG2 - THE CENTER FOR SALES STRATEGY SENIOR INBOUND MARKETING & SALES CONSULTANT JULY 2012 - PRESENT

Led the Marketing department in the development of lead generation content and materials that enabled LeadG2 to generate over \$750k in revenue and to become one of the first, HubSpot Platinum Partners. Developed and implemented inbound sales and marketing strategies for both clients and our agency that included; video, social media, blogging (utilizing HubSpot), SEO, SEM, lead generation and email marketing.

INDOOR DIRECT INC. - VICE PRESIDENT OF MARKETING MAY 2010 - JUNE 2012

Managed a team of 10 in the creation and execution of the company's sales and marketing strategies including; content marketing, sales support, product development, lead generation, public relations, trade shows, social media and consumer marketing.

GRUBBS INFINITI - DIRECTOR OF DIGITAL MARKETING JULY 2009 - MAY 2010

Responsible for online B2C marketing and lead development initiatives including; web, event marketing, email, social media, SEM, SEO and blogging.

COMPETITOR GROUP INC. - SALES MANAGER APRIL 2003 - JULY 2009

Managed a team of 3 salespeople that were responsible for selling print, digital and event sponsorships for the Rock n' Roll Marathon, Muddy Buddy and Tri-Rock series. Responsible for the duties of the Associate Publisher including; management of the P&L and business operations for Competitor Texas magazine.

FIT2TRAIN - OWNER AND FOUNDER MAY 1999 - JANUARY 2009

Responsible for all aspects of advertising, event marketing, social media, marketing, sponsorship generation, coaching and public relations. Developed Fit2train into the largest triathlon team in Dallas with over 300 members and national sponsors including; Samsung, Hooters, Powerbar, and HED Cycling.

I2 TECHNOLOGIES - SENIOR FINANCIAL ANALYST MAY 1998 - MAY 2000

Provided in-depth financial analysis and strategy recommendations to State Health Care and State and Local Government Business Unit Executives on topics including percentage of completion accounting, budgeting, forecasting, and ad-hoc analysis.

ELECTRONIC DATA SYSTEMS - ADVANCED FINANCIAL ANALYST SEPTEMBER 1995 - MAY 1998

Responsibilities included development and oversight of annual budgeting process, analyzing monthly financial results and reporting variances to senior management.

References available upon request