



## **BRENTON N. MURRAY**

67 Berylwood Lane ~ Milpitas, CA 95035  
(480) 201-4678 ~ [brenton@brentonm.com](mailto:brenton@brentonm.com)

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*A technologically versed marketing professional driven to promote a sustainable tomorrow. Respected by clients and peers alike for excellent analytical prowess and strong business acumen.*

### **Competencies:**

*Promotional Marketing  
Product/Service Development  
Cross-functional Collaboration*

*Sustainability  
Public & Industry Relations  
Delivery Optimization*

*Advertising  
Graphic Design  
Social Media*

## **EXPERIENCE**

**Scientific Certification Systems** – Emeryville, CA 2011 – Present  
**SALES & MARKETING INTERN**

Supported the organizational leaders of a global sustainability standards development leader. Executed marketing campaigns and provided technical expertise to across multiple mediums.

- ▶ Negotiated/coordinated list rental, composed content for, and provided analysis of a series of data-driven email campaigns.
- ▶ Developed and implemented customizations to the company's Customer Relationship Management (CRM) software to increase sales automation efficiency.

**BFAds, LLC.** – San Jose, CA 2011 – 2011  
**DIGITAL MARKETING MANAGER**

Managed an online community for the world's highest ranking Black Friday website. Composed technical content and managed relationships to maximize user experience, drive traffic, and increase affiliate marketing revenue.

- ▶ Drove enthusiast interaction, viral, and word-of-mouth advertising to push BFAds.net into the top-200 sites in the USA for the month of November.
- ▶ Oversaw content creation and relationship management for an online community of over 200,000.

**The University of Maine Graduate School** – Orono, ME 2008 – 2011  
**GRADUATE ASSISTANT / TECHNICAL MARKETING PROJECTS MANAGER**

Led project development team to create an innovative, multi-layered, customer-facing web presence for the state's flagship campus. Communicated technical concepts to university officials and oversaw training of staff in use of new technology.

- ▶ Led a team of 6 student programmers and designers to design and implement a new website, social network, application, records processing, and payment system that integrate with system-wide enterprise resource planning (ERP) software.
- ▶ Managed advertising, user experience, merchandising and content creation for a multimillion-dollar per year technology e-commerce site.
- ▶ Created a new, analytics-based ad campaign that resulted in an immediate increase in annual web sales of 48% over prior year.

**Brenton Murray, Inc.** – Orono, ME 2007 – 2011  
**PRESIDENT**

Developed a successful consulting practice spanning an array of industries and provided quantifiable strategic marketing improvements to small and mid-sized companies. Client industries include non-profits, utilities, higher education, clean-tech, industrial & food manufacturing, construction and retail in the US and abroad.

- ▶ Led a network of geographically diverse, technology-specific contractors to design media and software solutions for targeted customer needs.
- ▶ Implemented and trained clients on digital tools (CMSs, CRM software, social media, PPC advertising, Google Analytics) that address unique customer requirements.

**Baer Brake Systems – Phoenix, AZ**  
**MARKETING COORDINATOR**

2005 – 2007

Managed international distribution of results-focused marketing campaigns for a leading customer-facing manufacturer of high-performance brake systems. Orchestrated print, digital, event and broadcast media campaigns on tight deadlines.

- ▶ Oversaw budget execution and delivery of marketing materials to distributors and worked with ad agencies to deliver advertisements for national outlets such as *Hot Rod* and *Motortrend.com*.
- ▶ Led marketing and IT teams in the utilization of new-media promotional techniques including a revised, in-house web presence, contextual advertising, social media, and more.

**Bob Bondurant School of High Performance Driving – Chandler, AZ**  
**PROMOTIONS COORDINATOR**

2004 – 2005

Oversaw all facets of national event promotions for the largest performance driving facility in North America. Coordinated promotion, planned logistics, and supported sales staff at event activities.

- ▶ Developed off-site promotional opportunities including national trade shows, meet-and-greet events, and performance driving exhibitions.

**SOFTWARE PROFICIENCIES**

<b>Adobe</b>	<b>Microsoft</b>	<b>Google</b>	<b>Web</b>	<b>Social Media</b>	<b>Other</b>
- Photoshop	- Word	- Analytics	- PHPMyAdmin	- LinkedIn	- Peoplesoft
- Illustrator	- Excel	- AdWords	- Drupal	- Facebook	- SugarCRM
- InDesign	- Powerpoint	- Gmail	- WordPress	- Twitter	- Omnigraffle
- Dreamweaver	- Outlook	- DocsI	- HTML	- Youtube	- iWork
- Flash	- Sharepoint		- CSS	- Google+	

**AFFILIATIONS / CREDENTIALS**

2010 – 2011 Student Employee of the Year Nominee, **University of Maine**

2008 – 2011 Founder and President, **Habitat for Humanity, UMaine**

2008 – 2009 Active Citizenship Award, **UMaine - The Bodwell Center for Volunteerism**

First Degree Black Belt, **American Tae Kwon Do Association**

**EDUCATION / CONTINUING EDUCATION**

**Master of Business Administration (MBA)**, University of Maine – Orono, ME 2008 – 2010  
Concentration in **Sustainability**

*UMaine Brazil Ecotourism Investigation*, June 2009

- Spent several weeks researching approaches to ecotourism used along the Amazon River, established best practices, and presented findings to Maine Tourism Advisory Committee.

**Master of Business Administration (MBA)**, HTW Aalen – Aalen, Germany Summer 2010  
Concentration in **International Business** at one of the most widely respected business and technology research universities in the state of Baden-Württemberg.

UMaine **Germany Marketing Consultant Project**, April – September 2010

- As part of 3-person team from the, worked with company executives to perform market research and revamp strategic orientation of Mühlen Sohn, a global leader in responsible heavy textiles manufacturing.

**Canadian Leadership Orientation Program**  
Telfer School of Management, Université d'Ottawa – Ontario, Canada 2009

**Bachelor of Arts, Multimedia**, University of Advancing Technology – Tempe, AZ 2001 – 2005

**Commercial Art and A+** coursework, East Valley Institute of Technology – Mesa, AZ 1998 – 2001