

Bryce T. Maxwell

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QUALIFICATIONS:

Veteran sales and marketing professional with over 15 years creating, executing, and managing marketing initiatives obtained from positions as a marketing manager, event supervisor, and educator with contributing experience in sales and media production.

EXPERIENCE:

Galfer USA, 2014-Present

Oxnard, CA

Marketing Director

- Create consistency among branding assets
- Manage social media platforms
- Negotiate ad buys and manage event/ track sponsorships
- Develop strategies to assist dealer network
- Create ads, videos, social media post graphics, product photos, catalogs, flyers, and other marketing materials
- Assist with developing sales strategies

Accomplishments:

- Implemented brand image consistency between road racing and off-road marketing assets
- Developed new Galfer USA logo
- Grew social media followers by 13% on Facebook and over 30% on Instagram

Vital Media Net, 2012-2014

Irvine, CA

MX Online Advertising Sales Representative

- Reached and exceed sales goals by adding new clients to the current account list
- Managed accounts by providing individualized customer service
- Helped clients with maximizing exposure through strategic ad packages, editorial support, and social media integration
- Educated potential customer on the benefits of online advertising

Accomplishments:

- Created, developed, and sold new and existing brands on the value of partnering with Vital Media Net
- Success with bringing new endemic and non-endemic accounts to Vital Media Net
- Met and exceeded 2013 sales goals by 30%
- As of Jan. 2014, was at 64% of FY 2014 sales goal

Ship Shape Custom Yacht Service, 2010-2012

Petoskey, MI/ Ft. Lauderdale, FL

Project Manager/ Sales

- Managed projects from start to completion
- Educated and trained staff on new techniques and services
- Provided quality customer service.
- Sold services to new clients and additional services to existing clients.

Accomplishments:

- Helped Ship Shape successfully re-launch in Florida
- Increased sales by 10% in Michigan location
- Introduced and implemented efficient management techniques for new Michigan facility

Mountain High Resort, 2007-2010

Wrightwood, CA

Special Events/ Marketing Manager

- Developed PR for traditional and social media
- Sold and maintained sponsorships for the mountain and premier resort events
- Created, managed, and executed on-snow and off-snow events
- Developed and maintained relationships with sponsors, vendors, and endemic entities
- Facilitated, created, and tracked strategic marketing initiatives
- Scheduled, coordinated, and executed photo shoots
- Coordinated and executed social media initiatives and events
- Managed event staff

Accomplishments:

- Increased event visibility through traditional and social media
- Tripled the number of Twitter followers and increased Facebook fans by 400% in one year
- Demonstrated growth of keystone events including the Cholula Triple Air (12-15 % annually in 3 years), "Video Wars" (doubled participation growth from first year to second), and "College Night" (15%-22% attendance increase each year)
- Through marketing initiatives, increased ticket sales from 430,000 unique visits to over 500,000.
- Help reached Season Pass "Sell Out" goal 3 years in a row

Boyne USA Resorts 2000-2006

Harbor Springs, MI

Terrain Park Supervisor and Action Sports Event Coordinator

- Created and maintained an "Action Sport" voice for communications department while providing information for press releases
- Designed, constructed, and maintained terrain park features
- Contributed to terrain park marketing
- Managed and facilitated action sports affiliated events
- Developed and executed events that marketed Boyne terrain parks

Accomplishments:

- Expanded Boyne Highlands Terrain Park footprint by 300% in 4 years
- Created the longest running, post-season event in the Midwest (The Spring Board Meeting)
- Planned, executed, and marketed the first night snowboard event and the first large-purse big air event in Michigan (1999)

Inland Lakes High School, 1995-2006

Indian River, MI

Instructor

- Subjects: English, Technical Writing, Social Studies, and Video Production

Accomplishments:

- Statewide accolades for Video Production class (Weekly Video Magazine, Features, and Hosts)
- Asked to speak and present unique strategies for reaching kids at a district wide in-service

EDUCATION:

Northern Michigan University

Degree: Bachelor of Science

Subjects: Technical Writing/ English, History, Michigan Teaching Certification

Accolades: Sigma Tau Delta (International English Honor Society)

SKILLS:

- Microsoft Office Suite (Power Point, Word, Outlook)
- Final Cut Studio
- Photography/ High Definition Video
- Adobe Creative Suite
- Apple and PC Platforms
- Social Media Integration