

BRYANT BREWSTER

Bryantbrewster@gmail.com | bryantbrewster.com | 907-602-6232 | Denver, CO | linkedin.com/in/bryantbrewster5

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX

Aug 2022 - May 2024

Master of Business Administration

Focus: Digital Marketing, Product Management, Technology Strategy

COLORADO STATE UNIVERSITY, Fort Collins, CO

Bachelor of Science in Business Administration, Marketing

Certificate: Market Research and Data Analytics | GPA: 3.84

EXPERIENCE

ADOBE, San Francisco, CA

May 2023 – Aug 2023

Product Marketing & Strategy – PLG & Customer Experience MBA Intern

- Built and gained executive approval for a product growth roadmap for Adobe Experience Manager Assets, projected to drive \$25M ARR by integrating product-led growth techniques across the user journey to improve customer satisfaction and retention
- Led analysis of customer journey data to identify pain points and develop solutions for the marketing manager user persona, designing a data-driven user onboarding flow projected to increase new user retention rates by 30%
- Collaborated with product, engineering, and design teams to build business cases for new onboarding, trial, and growth loop features, achieving cross-functional alignment on initiatives to enhance the experience for new and returning users

ZAYO, Denver, CO

Dec 2021 – Jul 2022

Leading network infrastructure provider of fiber and bandwidth connectivity, colocation, and cloud infrastructure services

Product Marketing Manager, GTM Enablement

- Drove data-driven go-to-market launch strategies for a \$5M+ ARR global network solution, collaborating with sales and product management teams to ensure clear product value communication and support sales enablement through stakeholder feedback
- Implemented the Product Marketing division's first stakeholder feedback survey system, collecting insights from 70+ stakeholders to identify launch readiness gaps, prioritize customer needs, and adjust product roadmap strategies accordingly
- Spearheaded training development and execution for over 100 marketing and sales stakeholders, achieving a 90% product launch readiness milestone
- Developed go-to-market strategy for phased product launches in six global markets, maintaining a regular cadence with international teams to ensure readiness and alignment across regions

ARROW ELECTRONICS, Centennial, CO

Jul 2018 – Dec 2021

Value-add distribution company of technology products, services, and solutions, with a 2022 revenue of \$37.1B

Senior Marketing Solutions Consultant / Marketing Data Analyst (Feb 2020 – Dec 2021)

- Managed the lifecycle of Arrow's Market Intelligence solutions for 40+ technology partners, driving a 50% YoY revenue increase through data-driven solutions tailored to client needs and marketing & sales objectives
- Boosted product output by 80% by implementing data automation workflows and optimizing the purchasing process, accelerating delivery times to marketing and sales teams and increasing their ability to leverage insights
- Spearheaded the design and implementation of marketing's first SQL database, housing 2M+ records to enhance marketing decision-making and improve cross-functional efficiency with accessible data insights

Marketing Solutions Consultant / Marketing Data Analyst (Jul 2018 – Feb 2020)

- Led technical troubleshooting and customer support to marketing managers through analytics, dashboard development, and resolution of complex data issues to enhance client satisfaction
- Increased customer retention rate by 25% by tracking ROI and performance of market intelligence products and meeting with top-performing customers to extract best practices, iterate on deliverables, and optimize solutions for higher engagement

ADDITIONAL

- **Professional Certifications:** Google Certified (Display & Video 360, Campaign Manager 360, Ads Search), HubSpot (Digital Marketing, Inbound Marketing), Product Marketing Alliance (Core), Microsoft Certified (Azure Fundamentals)
- **Technology:** Google Ads, Eloqua, Adobe Experience Manager Assets, SQL, Python, Power BI, Alteryx, Gainsight PX, Jira
- **Portfolio Technical Projects:** Recipe recommendation engine, leveraging big data machine learning techniques (Python, PySpark), and StrengthJournal.net, a full-stack health & fitness tracking web application (Python, HTML, CSS, SQL, JavaScript)
- **Entrepreneurship:** Owned and operated Brewster Contracting (2014-2016), a licensed general contracting company specializing in commercial projects, managing client relationships, custom solutions, and all employees and operations