



## MARK BRUNEMAN

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### **BUSINESS DEVELOPMENT AND MARKETING PROFESSIONAL**

Cocoa Beach, FL 32931

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321-333-9540

A multi-talented business developer and digital marketer that can lead teams or play a key role. He has been a Director of Sales and a Director of Marketing. Experience spans commercial and government markets for IT and A&E services. Rare set of capabilities connects brand building with demand generation, and the ability to orchestrate complex selling processes to successful outcomes.

***Naturally creative. Strategically focused. Tactically superb.***

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## WORK EXPERIENCE

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### **CAPTURE MANAGER + MARKETING MANAGER**

**Nelson Engineering Company** - Merritt Island, FL

August 2019 to Present

- Capture management and business development for A&E firm serving government and private sector
- Strategic target identification and acquisition planning
- Early-stage lead generation, qualification, and pre-positioning
- Building pursuit teams as both prime and sub-contractor
- Proposal development and capture management (Shipley)
- Marketing, inclusive of strategic messaging and digital strategies
- Web site development

#### **Success Story:**

Early in my tenure with Nelson Engineering Company before COVID-19 triggered furloughs, I was strategic in developing key relationships with both primes and subcontractors leading to well-rounded teams and strong results. Currently, my win percentage is about 30%. However, it will increase to 50% as recent proposals are evaluated and we are down selected for oral presentations. Contract values range from \$5M to \$225M. My secret to success? Selecting the right opportunities, picking the right team, and committing to a winning process.

## **PRINCIPAL DIGITAL MARKETING STRATEGIST**

**Kenneth Group** - Annapolis, MD

April 2015 to March 2019

- Created an overarching digital and content marketing strategy
- Envisioned and executed the development of new product offerings
- Designed the website, social media posts, sales presentations, printed collateral, and thought leadership presentations for major industry conferences
- Improved performance of social posts by 100% using animations and video

### **Success Story:**

Received industry acclaim from Gartner for best messaging and booth design at the IT Infrastructure, Operations & Cloud Strategies Conference 2018 in Las Vegas (my competition was CISCO, Amazon, HPE, and more). More importantly, our "Solution Provider" session, promoted through the booth and other channels, was the #1 attended session with standing room only. Produced the largest number of business development qualified leads in the 5 years of exhibiting.

## **SENIOR MGR. SOLUTIONS & PORTFOLIO MGMT**

**Unisys Federal Systems** - Reston, VA

April 2012 to April 2015

- Managed a portfolio of offerings focused at the Federal data center market. The unique characteristic was the repackaging of contract wins as "new offerings" to new prospects. Developed net-new offerings based upon emerging technologies. Products were taken from inception to launch and support
- Created sales enablement programs including training, lead generation, white papers, collateral, and thought-leadership slide decks
- Presented training and sales presentations to audiences of my peers and clients

### **Success Story:**

Submitted an unsolicited whitepaper to the Office of Management and Budget (OMB) on how to improve data center efficiency. The paper was so well received that its recommendations were codified into a law mandating Data Center Information Management across all federal data centers. More importantly, Unisys was positioned to win an estimated \$500M in new business.

## **PRINCIPAL CONSULTANT, MARKETING & COMMUNICATIONS**

**NTT Data** - Washington, DC

May 2010 to April 2012

- Developed marketing and communications strategies and plans to support the promotion and adoption of the Administrative Office's (AO) IT programs by the 600 Federal courts across the U.S. and its territories
- Worked with all department heads on their go-to-market strategies for their offerings
- Selected technology stack for Intranet. Created new information architecture. Mocked up layout for site
- Collaborated with senior management to create the workflow for ISO 9000 change control management policy

### **Success Story:**

Launched a \$100M program for the AO, a voice over IP (VOIP) initiative to replace older telephone switches. The AO negotiated the VOIP deal for all courts. Individual courts could opt-in or out. The result of the campaign was that the new VOIP offering was over-subscribed, ahead of schedule, and far exceeded expectations.

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## **EDUCATION**

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### **Bachelor of Arts in Communications**

**St. Edward's University** - Austin, TX

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## SKILLS

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- Copywriting (10+ years)
- Marketing (10+ years)
- Product marketing (10+ years)
- Digital marketing (10+ years)
- Google Analytics (10+ years)
- SEO (10+ years)
- Social Media Marketing (5 years)
- Social Media Management
- Photoshop (10+ years)
- Marketing Strategy (10+ years)
- Facebook Advertising (4 years)
- Intragram Advertising (1 year)
- LinkedIn Advertising (5 years)
- Illustrator (10+ years)
- Indesign (10+ years)
- Sem (10+ years)
- Google Adwords (10+ years)
- Content Marketing (10+ years)
- PPC (10+ years)
- Art Direction (10+ years)
- Salesforce (5 years)
- Demand Generation (10+ years)
- Sales Support (10+ years)
- Business Development (10+ years)
- Video Production (10+ years)
- Premier Pro (10+ years)
- Photography (10+ years)
- Trade Shows (10+ years)
- Event Marketing (10+ years)
- Web Design (10+ years)
- Marketo (3 years)
- Federal Marketing (10+ years)
- Proposal Writing (10+ years)
- Email Marketing (10+ years)
- Infographics (10+ years)
- Solution Selling (10+ years)
- WordPress (10+ years)
- User Interface (UI) (10+ years)
- Branding (10+ years)
- Analytics (10+ years)
- Blogging (5 years)

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## LINKS

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<https://www.linkedin.com/in/markbruneman>

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## ASSESSMENTS

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### Marketing — Expert

July 2019

Measures a candidate's ability to understand your target audience and how to best communicate with them.

Full results: [https://share.indeedassessments.com/share\\_assignment/ywcbzsgkt-j7lipr](https://share.indeedassessments.com/share_assignment/ywcbzsgkt-j7lipr)

### Market Research — Highly Proficient

July 2019

Analyzing data and using market research tools

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/afe7796b3b09ed037c7a60be780548a5eed53dc074545cb7](https://share.indeedassessments.com/share_to_profile/afe7796b3b09ed037c7a60be780548a5eed53dc074545cb7)

### Search Engine Optimization — Highly Proficient

June 2019

Measures a candidate's ability to interpret online website performance metrics and understand search engine optimization tactics.

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/7c1b743f2d3e3ddf5235053c7c38a6b1eed53dc074545cb7](https://share.indeedassessments.com/share_to_profile/7c1b743f2d3e3ddf5235053c7c38a6b1eed53dc074545cb7)

### Graphic Design — Expert

June 2019

Measures a candidate's ability to create visual media to effectively communicate information and concepts.

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/f5b6d3c7154f92ea8cf0420659d7c389eed53dc074545cb7](https://share.indeedassessments.com/share_to_profile/f5b6d3c7154f92ea8cf0420659d7c389eed53dc074545cb7)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

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## ADDITIONAL INFORMATION

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Additional Accomplishments:

- At 3rd largest trade show in the world I registered 7,000 new members to our website in 4 days, outperforming all other vendors at show
- The company I managed is credited for giving Austin, TX its moniker "Silicon Hills"
- Received angel funding for company I created to promote an artificial intelligence (AI) app that facilitated networking and professional development
- As the only sales person at software development company for 5 years, I generated over \$20M in new business, between \$4M and \$5M per year
- In 2007 I was responsible for orchestrating the effort to be named "Small Business of the Year in Federal" by Microsoft