

# MARK BRUNEMAN

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144 West Osceola Lane, Cocoa Beach, FL 32931

## SUMMARY

A multi-talented digital marketer that can lead teams or play a key role. Has been a Director of Marketing, Product Manager, and Digital Strategist. Experience spans commercial and government markets.

Naturally creative. Strategically focused. Tactically superb.

## SKILLS

- Marketing Strategy
- Project Management
- Digital Marketing
- Marketing Communications
- Product Marketing
- Sales Enablement
- Social Marketing
- Event Marketing
- Content Marketing
- SEO/ SEM/ PPC/ ABM
- Copywriting and Whitepapers
- Email Campaigns
- Blog Strategy
- Infographics
- Graphic Design
- Videography
- Photography
- Website Building

## EXPERIENCE

### PRINCIPAL DIGITAL MARKETING STRATEGIST / David-Kenneth Group - Annapolis, MD

04/2015 - 03/2019

- 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, collateral, and thought leadership presentations at 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

04/2012 - 04/2015

- Managed a portfolio of offerings focused at the Federal data center market. The unique characteristic was the repackaging of existing engagements as new offerings and the development of brand-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.
- I presented 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 concepts 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

05/2010 - 04/2012

- 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.
- 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 VOIP offering was over-subscribed and ahead of schedule far exceeding expectations.

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**EDUCATION AND TRAINING**

St. Edward's University - Austin, Texas

**Bachelor of Arts:** Communications

San Francisco Police Academy – San Francisco

**POST Certificate** and Field Training Officer Certified (7 years of service)

Professional Development - Online

**Numerous Certificates & Completions:** LinkedIn Learning, Google, Sitecore, MOZ, Adobe

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**REFERENCES**

LinkedIn profile contains 4,000 contacts, 11 references, and a more complete job history.

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

Created an online CV at:

<https://www.mojoeyes.com>

Vimeo Showcase highlights a variety of video work designed for trade shows, social, websites, and events.

<https://vimeo.com/showcase/6016390>

**“Mark is the very essence of creativity and innovation  
in the marketing domain.”**

Jack Nargundkar  
Sales and Marketing Executive,  
TCS and NTT Data Federal Systems

**“I would hire Mark again and again. He is my go-to guy  
when I need to turn ideas into reality.**

Kris Mathisen  
SVP, General Manager, David-Kenneth Group,  
also Unisys Federal Systems