

# MARK BRUNEMAN

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## SENIOR MARKETING AND COMMUNICATIONS DIRECTOR

Merritt Island, FL | 321.333.9540 | <https://www.linkedin.com/in/markbruneman> | [mark@mojoeyes.com](mailto:mark@mojoeyes.com)

I am multi-talented digital marketing and communication resource with 22 years of experience in information technology consulting in both application development and strategic infrastructure (cloud and on-premises data centers). My market expertise crosses both commercial and federal government enterprise accounts.

I've led and supported the digital transformation of three marketing organizations. I have proven success in cross-channel communications including email, social, webcasts, non-profit marketing, trade shows, presentations (sales and strategic), video, web landing pages, whitepapers, and reports.

What makes me unique is my creativity in strategically envisioning communication plans while also tactically executing the design and development of supporting communication materials. In a world where "content is king" I'm the strategist, designer, and promoter.

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

*Authorized to work in the US for any employer*

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## WORK EXPERIENCE

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### MARKETING MANAGER

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

August 2019 to Present

- Marketing, inclusive of strategic messaging and digital strategy
- Early-stage lead generation, qualification, and pre-positioning
- Web site development
- Content Management
- Business development for A&E firm serving government and private sector
- Capture Management, Strategic target identification, and acquisition planning
- Proposal Management (Shipley)

#### **Success Story:**

Early in my tenure with Nelson Engineering Company, I built critical relationships with primes and subcontractors, leading to well-rounded teams and robust results. Currently, my win rate is above 30%.

Contract values range from \$5M to \$225M. The secret to success is selecting the right opportunities, picking the right team, committing to a winning strategy, and executing flawlessly on schedule.

My focus shifted to a marketing role with some business development support. My title has changed from Capture Manager to Marketing Manager. In 2021 my job was to digitally transform the marketing function by implementing Salesforce for Contact Relationship Management (CRM) and Pardot for marketing automation. I

integrated numerous ancillary systems and services such as LinkedIn, Adobe Creative Suite, Google Analytics, Smart Sheets, ZoomInfo, Vimeo. In 2022 I'm on target to take digital transformation from completion to ROI in terms of net-new business opportunities, increased brand awareness, improved conversion rates for recruiting, and enhanced financial forecasting.

## **PRINCIPAL DIGITAL MARKETING STRATEGIST**

### **David-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, collateral, and thought leadership presentations at 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. The session produced the most significant qualified leads in the five years of exhibiting.

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

### **Unisys Federal Systems - Reston, VA**

April 2012 to April 2015

- Managed a portfolio of offerings focused on the Federal data center market. The unique characteristic was repackaging contract wins as "new offerings" to new prospects. Developed net-new offerings based upon emerging technologies. Took products 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 federal government Office of Management and Budget (OMB) on improving data center efficiency. The paper was so well received that its recommendations were codified into a law mandating Data Center Information Management for all federal data centers. Importantly, Unisys was positioned to win \$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 the technology stack for the AO's Intranet. Created a new information architecture
- 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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- Marketing (20+ years)
- Marketing Strategy (20+ years)
- Branding (20+ years)
- Digital marketing (20+ years)
- Email Marketing (20+ years)
- Business Development (20+ years)
- Salesforce (10+ years)
- Social Media Marketing (10+ years)
- Art Direction (20+ years)
- Copywriting (20+ years)
- Advertising (10+ years)
- Content Marketing (10+ years)
- Trade Shows (20+ years)
- Events Management (20+ years)
- Blogging (15+ years)
- Web Design (20+ years)
- Google Analytics (10+ years)
- Adobe Creative Suite (20+ years)
- Photoshop (20+ years)
- Illustrator (10+ years)
- Infographics (10+ years)
- Video Production (20+ years)
- Photography (20+ years)
- Federal Marketing (20+ years)
- Proposal Writing (20+ years)

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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: [Expert](#)

### **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: [Highly Proficient](#)

### **Graphic Design — Expert**

June 2019

Measures a candidate's ability to create visual media to effectively communicate information and concepts. Full results: [Expert](#)

### **Market Research — Highly Proficient**

July 2019

Analyzing data and using market research tools Full results: [Highly Proficient](#)

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 the show
- The company I owned and operated, Civic Pride, is credited for giving Austin, TX its moniker "Silicon Hills"
- Received angel funding for the company I created to promote an artificial intelligence (AI) app that facilitated networking and professional development
- As the only salesperson at Applied Information Sciences, a Microsoft Gold Partner doing software development, I generated over \$20M in new business, between \$4M and \$5M per year
- In 2007, I was responsible for orchestrating the effort for a software consultancy to be named "Small Business of the Year in Federal" by Microsoft
- In 2021, I helped to facilitate Nelson Engineering to being named NASA's "Small Business Prime Contractor of the Year" for the Kennedy Space Center