

BRANDON BAUTISTA

MARKETING LEADER DRIVING GROWTH, GOODWILL,
AND REVENUE THROUGH STORYTELLING

517.420.3459 | bbautista@gmail.com
[linkedin.com/in/brandonbautista](https://www.linkedin.com/in/brandonbautista)

PROFESSIONAL SUMMARY

Accomplished marketing professional known for blending high-impact strategy with empathetic leadership. Expert in leveraging brand storytelling to drive lead generation and revenue growth. Demonstrated success in scaling digital communities from the ground up and optimizing workflows to improve ROI, all while fostering a positive and collaborative team culture.

CORE COMPETENCIES

- Storytelling
- Inbound Marketing
- HubSpot Admin (SME)
- CRM & Automation
- Project Management
- Brand Strategy
- Customer Experience
- Team Leadership

WORK EXPERIENCE

DIRECTOR OF MARKETING

Michigan Virtual | 2022 — 2025

Oversaw integrated marketing strategies across four revenue streams, leading a team of specialists to drive engagement and growth.

- **Product Launch & Revenue:** Spearheaded the launch and go-to-market strategy for a new AI consulting product line, scaling it from zero to over \$500,000 in revenue within two years.
- **Digital Strategy & Growth:** Orchestrated a multi-phase digital ad strategy generating 17.4M+ impressions and 70K+ clicks (0.40% CTR), significantly surpassing industry benchmarks.
- **CRM & Automation:** Served as HubSpot Administrator for 160,000+ contacts; led CRM segmentation and workflow automation to increase qualified leads and reduce manual sales processes.
- **Brand Visibility:** Built and scaled social media presence from zero to 31,000+ followers across five platforms, driving sustained audience engagement for enrollment campaigns.
- **Project Management:** Managed 1,300+ annual marketing tasks as a Wrike super-user, streamlining workflows to ensure on-time delivery of high-quality assets.
- **CX Leadership:** Served as a founding member of the Customer Experience (CX) Team, identifying pain points to optimize customer touchpoints and improve retention.

ASSISTANT DIRECTOR OF MARKETING

Michigan Virtual | 2020 — 2022

Partnered with Senior Leadership to execute marketing strategies and optimize lead generation pipelines.

- **Crisis Management:** Spearheaded emergency remote learning outreach during COVID-19; launched a statewide website for free course access and produced a webinar series supporting teachers in the transition to virtual instruction.
- **Production Efficiency:** Led a multidisciplinary creative team (writers, designers, video), successfully reducing production turnaround times while increasing campaign effectiveness.
- **Content Excellence:** Produced the award-winning podcast "BRIGHT: Stories of Hope and Innovation," elevating teacher voices and positioning the organization as an industry thought leader.
- **Strategic Planning:** Collaborated on annual budgeting and resource allocation to align marketing outputs with revenue goals.

BRANDON BAUTISTA

MARKETING LEADER DRIVING GROWTH, GOODWILL,
AND REVENUE THROUGH STORYTELLING

517.420.3459 | bbautista@gmail.com
[linkedin.com/in/brandonbautista](https://www.linkedin.com/in/brandonbautista)

WORK EXPERIENCE (CONTINUED)

MARKETING MANAGER

Michigan Virtual | 2017 — 2020

Managed digital campaigns, rebranding efforts, and sales enablement operations.

- **Rebranding:** Executed a major organizational rebrand, including the development of a new brand guide, voice, and comprehensive communications rollout plan.
- **Sales Enablement:** Implemented sales pipelines in HubSpot, utilizing inbound marketing best practices to improve lead tracking and conversion.
- **Market Analysis:** Conducted market research and data analysis to develop customer personas, directly informing strategy and campaign targeting.
- **Campaign Management:** Managed multi-channel digital campaigns (email, social, search), utilizing performance data to optimize ROI and budget allocation.

SOCIAL MEDIA MANAGER

Michigan Virtual | 2016 — 2017

- **Strategy Development:** Co-developed comprehensive social media strategies, leveraging competitive research, platform benchmarking, and audience identification to maximize reach.
- **Governance & Training:** Established organizational social media frameworks and provided comprehensive training to ensure consistent messaging across all programs.

DIGITAL MEDIA MANAGER

Michigan Virtual | 2006 — 2016

- **Content Strategy & QA:** Collaborated with instructional designers and SMEs to create original multimedia resources (video, audio) while leading quality assurance efforts across all course content.
- **Training & Enablement:** Designed and delivered training for instructors on effectively implementing multimedia resources to enhance virtual learning environments.
- **Vendor Management:** Evaluated and implemented third-party leased media elements to support course redesigns and development.

ADDITIONAL ROLES HELD AT MICHIGAN VIRTUAL

Enrollment Systems Administrator, Web Production Assistant, Helpdesk Technician

INVOLVEMENT

Virtual Learning Leadership Alliance

Co-chair of the National Marketing & Communications Group (2019-2022)

Michigan Education Policy Fellowship Program (EPFP)

2019-2020 Cohort

Founding member of *Michigan
Virtual's* Culture Committee

HONORS

37th Annual Educational Advertising Awards:

**Best Educational Podcast (for
"BRIGHT: Stories of Hope and
Innovation in Michigan
Classrooms")**

BUFFER: Top 75 Social Media
Marketers (2016)

EDUCATION

Michigan State University
East Lansing, Michigan
Major: Telecommunications