



Brandon Gibson

Dynamic Cross-Industry Media, Marketing, and Operations Strategist

I specialize in crafting consumer-centric strategies, building key relationships, and delivering exceptional results. With a background in food service, hospitality, advertising, and project management, I excel in executing resonating campaigns.



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WORK EXPERIENCE

Founder

BG Marketing Inc.

01/2016 - Present

Dallas, TX

Experienced Consultant specializing in Marketing, Social Media, and Advertising within the Foodservice and Hospitality Industry

Achievements/Tasks

- Delivered comprehensive expert consultation for optimizing marketing strategies, enhancing client success across diverse platforms including social media, streaming, television, and advertising campaigns.
- Collaborated with a diverse range of esteemed and renowned brands to design tailored strategies that enhanced brand visibility and deepened engagement. Offered expert direction on Out-Of-Home, streaming TV, and mobile advertising strategies, yielding results towards rapid ROI.
- Effectively managed diverse campaigns targeting various consumer profiles, resulting in substantial audience growth and brand recognition. Employed strategic planning, leveraging industry-leading data profiles for precise targeting

Advertising Account Executive

CBS Television/Paramount Global

04/2019 - 07/2023

Dallas, TX

Achievements/Tasks

- Partnered with Local, and National, Advertising Agency partners in a consultative, solutions-focused approach, to help drive revenue for CBS Television within the Dallas/Ft. Worth Market.
- Positioned innovative and industry-leading products to new business clients, and provided insightful research and data on consumer behavior to help build targeted, multi-screen media plans.
- Possess extensive expertise in both Linear and Digital media industries, including programmatic and streaming aspects. Skillfully cultivated vital relationships with decision-makers, adeptly navigating intricate organizational structures to secure additional funding opportunities.
- Extensive knowledge of both Linear and Digital media industry, and established key relationships with decision-makers by navigating complex organization hierarchies to unlock incremental funding.
- Drove growth by establishing a robust pipeline of opportunities. Employed a consultative approach to identify, assess, and secure advertising revenue from existing and new clients.



EDUCATION

Bachelor of Arts in Public Relations & Communications Temple University

2009 - 2012

Philadelphia, PA

Activities and Societies

- Public Relations Student Society of America (PRSSA), Student Sports Media Association, Temple Ad Club, Temple Association of Black Journalists, Communication Studies Club, Temple University Community Service Association



PROFESSIONAL QUALIFICATIONS

Extensive experience in creating and executing strategic marketing campaigns across various industries like sports, entertainment, politics, and commercial enterprises. My proficiency spans advertising sales, marketing, streaming digital and TV ad sales, coupled with a robust background in the food service industry. I am skilled in nurturing and overseeing business relationships, utilizing a consultative approach to customize solutions for industry-focused growth. I excel in project management, consistently meeting deadlines. My strengths also lie in formulating successful strategies and effective team leadership that consistently surpass objectives and metrics.

WORK EXPERIENCE

Senior Account Executive

OUTFRONT Media 

03/2017 - 03/2019

Dallas, TX

Achievements/Tasks

- Developed new business through selling commercial advertising opportunities using the various OUTFRONT Media Out-Of-Home Advertising products to create a successful launch of client advertisement campaign
- Provided input on sales promotion ideas to sales management and retained current business and developed new business contacts
- Ranked Top 5 Nationwide in Mobile Sales (Rank No. 2 in Q2 of 2017)
- Attained budget revenue goals utilizing effective sales strategies, promotions, and product/market knowledge.
- Tailored and continued to develop innovative techniques to find, engage, and close new business prospects.
- Sold \$200k in mobile sales in first month when hired.
- Displayed a customer centric approach when dealing with existing clients to achieve customer satisfaction and new business opportunities, as well as provided input on sales promotional ideas to sales management.
- Understood client business objectives and advertising approaches, and found ways to better assist, and achieve, their objectives through effective advertising and sales strategies.

Marketing And Communications Coordinator

Women's Foodservice Forum 

01/2016 - 06/2016

Dallas, TX

Achievements/Tasks

- Managed marketing, advertising, and promotional staff and activities.
- Measured, Enhanced, and enriched the position and image of the WFF organization through various marketing goals and objectives.
- Assisted with developing content marketing platform and helped manage the productivity of the marketing plans, and successfully introduced innovative branding strategies providing the opportunity to manage multiple corresponding projects and deadlines.
- Responsible for monitoring social media groups, trends, tools, and applications and recommend actions/next steps. Utilized this responsibility to help generate and analyze site/social media performance metrics, allowing recommendations on content to organizations targeted audiences.
- Built and implemented social media programs to ensure appropriate messaging was executed online, to support the goals of the organization. I.E. Facebook, LinkedIn, Twitter, etc.



KEY COMPETENCIES

Cross-Functional Collaboration

Adaptive Learning

Consultative Approach

Customer Acquisition and Retention

Referral/Repeat Business Generation

Customer Service Excellence

Strategic Marketing Campaigns

Communication and Relationship Building Skills

Results Driven Approach

Team Leadership

Analytical Insights

Project Management


Contract Negotiation

Problem Solving



COMMUNITY INVOLVEMENT

Big Leaders Jr. Executive Board Member

Big Brother's Big Sister's 

2016 - 2021

Irving TX

Big Leaders (Formerly The Melrose Society) is a group of young professionals who are making Big differences in young lives! We are affiliated with Big Brothers Big Sisters Lone Star – Dallas County and serve as board members and network to help raise money and provide more mentors for more kids.

WORK EXPERIENCE

Account Executive

iHeartMedia/Clear Channel Outdoor [↗](#)

06/2016 - 03/2017

Arlington, TX

Achievements/Tasks

- Created long-term solutions for clients that identified public relations requirements to targeted audiences.
- Devised and managed Out-Of-Home advertisement campaigns and formulated marketing strategies while maintaining regular contact with both PR/Marketing staff and clients.
- Generated \$745k in generated revenue sales for CCO in first 6 months.
- Achieved \$1M budget requirement 4 months before due date.
- Negotiated and handled clients marketing budgets, as well as managed ad campaign costs with ad agencies and clients
- Tailored Ad/Marketing products to individual clients needs by generating and presenting formal proposals, which created effective communication and marketing skills to assist in building advertisement campaigns.
- Balanced the negotiation of closing short and long-term advertisement campaigns with-in the appropriate time frames to achieve quarterly quota.

B2B Sales Representative

COMCAST [↗](#)

07/2014 - 08/2015

Horsham/Philadelphia, PA

Achievements/Tasks

- Initiated and closed sales for Comcast and built relationships with key decision makers and matched clients with the right solutions for their business needs.
- Responsible for sales of Company Business Class Products and services to small and mid-size business.
- Consult and educated prospects about Comcast products and services as solutions for their business networking needs.
- Consistently exceeded cold call and follow-up call expectations, earning recognition as one of the top sales reps based on call volume.
- Received recognition for surpassing quota with a history of exceeding sales performance expectations.

Event & Sales Coordinator

AYS Sports Marketing [↗](#)

04/2014 - 07/2014

Philadelphia, PA

Achievements/Tasks

- Responsible for account management, sales prospecting, and AYS media & social development.
- Assisted in event sales management and marketing. Sold and coordinated event space on behalf of AYS to hotel, restaurant, and other venue providers. Handled customer inquiries and oversaw the collective coordination of event information and resources.
- Managed branded social media channels and social marketing programs that oversee numerous marketing opportunities for company events across multiple platforms.
- Helped record and execute marketing programs that assisted in fostering engagement, account acquisition, and retention for AYS Sports Marketing.



REFERENCES

Dave Daucanski - Executive Senior Vice President at Vector Media

"Eloquent, Driven, and Intelligent are three words that best describe Brandon. I remember in his initial interview that it was an easy hire as I can say in over probably 250 interviews Brandon was in the top 3% of candidates that had visited my office. I was so delighted to add him to the team as he is the definition of a motivated self-starter requiring very little supervision from day one. Brandon understood quickly the OOH industry and began his relentless passion for success. Brandon consistent prospecting and evening networking quickly amounted to ten new CCO clients averaging about 25k per contract within his first three months on the job. He is an incredible closer of new business due to his analytical approach to serving his clients. Brandon will be a great sales leader as he focuses on self-growth. I would recommend that you pursue him for your team in the same fashion that he prospects clients; diligently and swiftly. Please reach out to me directly for further glowing accolades for Brandon."

Contact Information Available Upon Request

Nathan Washburn - US Senior Director at Amphenol Procom

"Rarely do opportunities arise to encounter and collaborate with individuals who impeccably uphold the favorable first impressions they create. Such a circumstance unequivocally characterizes Brandon Gibson. Despite our relatively brief collaboration spanning around 8 months, Brandon has consistently demonstrated himself as the epitome of professionalism in demeanor, assuming the role of a guiding figure in both performance and conduct. His influence is marked by the respect he commands from both his peers and superiors—a testament to the reciprocal respect he bestows and his unwavering commitment to practicing what he advocates. From the very outset, Brandon unveiled his prowess as an articulate orator, an adept cultivator of relationships, and an accomplished sales virtuoso. His commitment to comprehensive mastery of any task he undertakes is apparent, contributing to his reputation as an individual brimming with knowledge at any given moment. Beneath his genuine exterior lies an innovator, unafraid to challenge conventional norms in his approach. On a more personal note, he consistently proves to be a reliable source of positivity even on the most trying days. Collaborating within the same team as Brandon is an unequivocal pleasure, and I wholeheartedly endorse him to any team or organization aiming to effect substantial enhancements within their workforce."