

# Brent Minderler

Portfolio | [bminderler@gmail.com](mailto:bminderler@gmail.com) | 530-409-8872 | Los Angeles, CA

Experienced marketing professional with a diverse background driving high-impact, data-driven projects that achieve revenue growth and exits in tech and entertainment. Keen eye for driving automated digital marketing initiatives aligned with business goals. Core skills: marketing strategy, omnichannel campaigns, web content and design, sales collateral, and customer research.

## WORK EXPERIENCE

Marketing Strategy Consultant, Freelance, Dec 2022–current

- Advise and optimize multimillion dollar entertainment marketing strategies with executive producers
- Consult across teams to create conversion-optimized digital marketing and sales collateral

Sr. Product Marketing Manager, Noonlight, Aug 2021–Sep 2022

- 8x MQL growth and 2x web traffic increase after building and executing company-first omnichannel marketing and content strategy
- Planned and launched full-funnel marketing campaigns to new market opportunity
- Conducted user research to create messaging frameworks and personas

Copywriting Consultant, Writer's Ink., Mar 2015–Sep 2022

- 10x conversion increase and 4x MQL growth for B2B nutraceutical client
- Wrote 100+ blogs to create engaging CRM journeys for eBay Motors
- Created comprehensive technical guides for marketing ops clients

Sr. Product Marketing Manager, SquareGPS, Mar 2021–Aug 2021

- 4x MQL growth and 1,000x web traffic increase
- Strategized and executed all editorial web content and omnichannel content initiatives for US market

Product Marketing Manager, AnchorFree, Dec 2017–Mar 2020

- 50% CTR growth and 20% organic growth through content optimizations
- 2x brand lift writing and producing TV ads targeted to key US demos
- Identified monetizable market opportunity through user research program

Content Marketing Manager, Nominum, Aug 2016–Nov 2017

- 10% sales increase creating high-impact product videos
- Wrote and edited white papers, market research papers, omnichannel campaign deliverables, and sales collateral

Copywriter, Bluebird Strategies, Mar 2015–Aug 2016

- Coded HTML/CSS to design responsive email templates; A/B testing
- Analyzed and refined data integrity and hygiene projects to improve data reliability

Co-Founder/Editor-in-Chief, [bizarreculture.com](http://bizarreculture.com), May 2014–Sep 2016

- Grew site from 0 to 10,000+ monthly visitors writing and editing articles

## SKILLS & PROFICIENCIES

### Writing and Editing

Google, Microsoft Suite

### Wireframing and Design

Figma, InVision, Wix, Canva

### CMS

WordPress, HubSpot, Salesforce

### User Research

UserTesting, SurveyMonkey, Hotjar

### SEO and Reporting

Semrush, Google Search Console, HubSpot

### PM

Jira, Monday, Trello, Miro

## CERTIFICATIONS

UX Content Collective

Fundamentals of UX Writing

Jul 2023

HubSpot Academy

Content Marketing

May 2023

## EDUCATION

University of East Anglia (2012-2013)

MA, American Literature

University of East Anglia (2009-2011)

BA, American Literature with

Creative Writing