

# BRENDAN MANLEY

ACCOUNT MANAGER & DIGITAL SPECIALIST



## ABOUT ME

My name is Brendan Manley and I am 24 years old. Passionate about business and digital advertising. An avid follower of tech crunch, anything entrepreneurship on Quora, and yes - I've read the lean startup. Connect with me below if you'd like to chat!

## CONTACT ME



1.613.447.6365

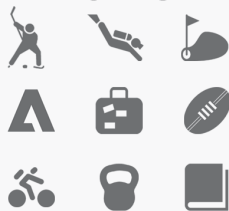


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2201 - 428 Sparks St.  
Ottawa, ON, K1R 0B3

## HOBBIES



## EXTRACURRICULARS

Queen's Commerce Hockey Team (2010 - 2014), Exchange-Transfer Committee (2011 - 2014), Gananoque Junior Hockey (2010 - 2012), Orientation Committee (2011), Ottawa West Junior B Hockey Club (2009 - 2010), Nepean Raiders Junior A Hockey Club Affiliate (2009 - 2010). Ashbury College: Varsity Hockey, Track, and Rugby.

## VOLUNTEERING

Ottawa Hospital; Feed the Homeless Initiative; Spencer Park Environmental Clean up (NZ); Wilding Trees Control Project (NZ); St. Bernard Project (New Orleans); Charleston Lake Regatta.

## > JOB EXPERIENCE

### ACCOUNT MANAGER & DIGITAL SPECIALIST AT BBANDM

DEC 2015 - PRESENT

bbandm advertising+media is a full service "omnichannel" marketing agency. We focus on all aspects of integrated marketing and communication, from expert strategy and media implementation to inspiring and results-driven graphic design and production. We work with highly successful local, provincial, and national businesses and organizations in the private, public, and not-for-profit sectors. I am accredited with all relevant Google certifications and deal primarily with paid campaigns across a variety of platforms including Google Adwords (Search, Display, Remarketing, Mobile, and Video), Facebook, Twitter, Instagram, LinkedIn, and Bing. Working on a team of three, we manage over a million dollars in advertisement spend every year. Responsibilities include campaign execution and management, optimizing and refining for improved performance, budget management and bid selection, result analysis and recommendations, proposals and reporting, client relationships, meetings, and presentations. Everything is results-oriented and measured by sales growth, search rankings, web traffic, social presence and engagement, digital KPI's (conversions, clicks, impressions, CTR, CPC etc.) and any other client-based goals. In addition to my digital role, I act as account manager for several major clients - coordinating monthly strategies, project implementation, and key stakeholder's throughout the process.

### MARKETING DIRECTOR AT MURPHY BUSINESS

JAN 2015 - NOV 2015

Murphy Business and Financial Corporation is one of the largest brokerage firms in North America. With more than 160 locations throughout Canada and the US, our network has facilitated thousands of business sales and given us tremendous access to qualified buyers and sellers. I was part of a five-person team responsible for servicing the Eastern Ontario market. During my time at Murphy, our team facilitated many sales transactions, accepting a very diverse set of clients in a variety of industries. My role covered many areas including valuation analysis, target buyer research, buyer qualification, marketing, and helping facilitate sales transactions. For two months of the year, I led a Murphy Group acquired company called Monster Halloween. I oversaw the entire operations for four stores and online fulfillments. Everything from securing space, setting up shop, hiring and managing up to 80 staff, merchandising, selling, selecting product, managing inventory, dealing with theft, and disputes. In two months, we generated over \$500,000 in revenue.

### CO-FOUNDER AT CAMPUS EDGE SKATE SHARPENING

2012 - 2014

### ACCOUNTING CONSULTANT AT HARLEY-DAVIDSON

SUMMER 2012 - 2014

### COORDINATOR IN SPECIAL PRODUCTS DEPARTMENT AT CIBC

SUMMER 2011

## > EDUCATION

### BACHELOR OF COMMERCE (HONOURS) AT QUEEN'S UNIVERSITY

2010 - 2014

Studied business with a strong focus in Marketing, Sales, and Finance. 4th Year GPA of 3.71.

### CONSULTANT FOR TEAM CONSULTING GROUP

2013 - 2014

Grade Received: A+. Member of a multi-disciplinary team that developed a comprehensive analysis recommending Devon Canada's heavy oil group alternatives to transporting product to market. Applied technical and business analysis skills to address client issues, provided progress reports, and presented recommendations to Devon's management team in Calgary.

### SCHOLARSHIPS

2013

Recipient of the DIISRTE Australian Government Scholarship (\$5000). Recipient of Harley Davidson's Trev Deeley Scholarship (\$750).

### BUSINESS AT QUEENSLAND UNIVERSITY OF TECHNOLOGY

FEB 2013 - JUN 2013

Studied business as an exchange student in Brisbane, Australia.

## > PRO SKILLS

Google Adwords	●●●●●●
Facebook Ads	●●●●●●
Instagram Ads	●●●●●●
LinkedIn Ads	●●●●●●
MS Office	●●●●●●
Adobe CC & Wordpress	●●●●●●

## > PERSONAL SKILLS

Project Management	●●●●●●
Sales	●●●●●●
Presentations	●●●●●●
Market Analysis	●●●●●●
Case Analysis	●●●●●●
Teamwork	●●●●●●

## > REFERENCES

SANDRA HARVEY, President | Murphy Business, 613.265.4095, s.harvey@murphybusiness.ca

LYNN NORTON, CFO | P. Butler Group Of Companies, 613.240.4020, l.norton@butlergroup.ca