

SEAN CUNNINGHAM

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MARKETING • BRAND MANAGEMENT • STRATEGIC PLANNING

I've spent almost 15 years creating solutions for my clients, for the last seven years specifically as a marketing consultant. I believe that the core of successful marketing is good story telling. I integrate data-analysis, customer insights, and a holistic view of the market to develop a story about the total brand that resonates with customers.

Core Strengths:

Integrated Product Marketing
Brand Strategy & Management
Data Analysis

Digital & Social Media Development
Project Management
Strategic Planning

PROFESSIONAL EXPERIENCE

BRAND LEAP MARKETING, Overland Park, KS **2013-Present**

Owner/Founder/Consultant – Marketing Consulting Firm

- Chattahoochee Harley-Davidson: Operating as a part-time Marketing Director; directly responsible for digital advertising and SEO/SEM; overseeing event planning, social strategy, and traditional advertising.
- Dr. Durant Abernethy, MD: Created online review management program, including all associated creative, that increased Dr. Abernethy's rating from 2.0 to 4.5 on RateMDs.com within three months
- Mindful Technologies: Designed, executed, and interpreted end user survey for child development technology start-up; used customer insight to identify key message elements, customer segmentation, and ideal price points
- Exit Strategy LLC: Developed an overall marketing strategy that was primarily event-based, but allowed them to tell their story directly to their core consumer group.

JE DUNN CONSTRUCTION, Savannah, GA **2014-2017**

Business Developer, Charleston, SC area – Independent Contractor

- Introduced the JE Dunn brand to the Charleston market, where they had zero presence, using direct, face-to-face marketing with key stake-holders
- Oversaw proposal development for all projects that were the direct result of these efforts.
- Developed a robust network of clients, designers, engineers, and trade partners, which led to three new projects in Charleston county, worth over \$70 million, one year after beginning marketing efforts there.

3M, St. Paul, MN **2011-2013**

Marketing Strategist – Integrated Marketing Development

- Headed social media team for 3M's Command™ Brand during new product launch; launched four separate campaigns, and raised Facebook fan count by 176% (ahead of projections), while staying under budget
- Launched ingredient branding strategy, including logo, key values and messaging, process workflows, evaluation metrics, communication strategies, and marketing program, for lighting component business
- Created a customer research project that delivered end user insights; Recommended changes to core messaging for Tegaderm IV Site based on those insights; changes were incorporated into the 2012 marketing campaign
- Identified new (previously unrecognized) \$350 million market for specialty chemicals group that was aligned with divisional strategic goals. Developed program overview for pursuing new market.

DCK WORLDWIDE, Multiple Locations **2002-2009**

Senior Project Engineer, 2006-2009, Anguilla, BWI

- Scheduled activities, procured materials, and coordinated labor forces to complete Cap Juluca Resort's \$80 million renovation in less than five months, including repair of damage caused by Hurricane Omar
- Identified a need within the Anguillian construction market for expert management of small, private developments. Created a new service product (GAP Team) offering construction project management to local developers; sold three contracts generating a total of \$60,000/month in revenue within six months of launch
- Directed engineering staff of KOR Group's construction management team during a transition between phases of construction

Project Engineer, 2002 – 2006

- Negotiated with subcontractors/suppliers to complete contract buy-out, which originally accounted for 10% of Fresno Federal Courthouse project value, for 5% less than packages were originally priced
- Led team in development of proposal for \$750,000 renovation of the World Bank entry lobby in Washington, D.C.

EDUCATION

VANDERBILT UNIVERSITY, Owen Graduate School of Management, Nashville, TN

Master of Business Administration, Marketing and Operations

2009 - 2011

- Graduated *magna cum laude* in top 10 of class; William E. Walker, Jr. Scholar; Top Marketing Student award, *Beta Gamma Sigma* Honor Society
- *Independent Study*: developed marketing plan to build awareness of independent film, *Deadline* (2012)

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA

Bachelor of Science, *cum laude*, Mechanical Engineering

1997 - 2001

ADDITIONAL

- Computer: Microsoft Office Suite, Adobe Creative Suite, Google Analytics, Prezi, project management suites (Project, OmniFocus, Asana), Hubspot CRM, Evernote super user
- Interests: brewing beer, cooking, being a dad, craft beer education, hiking, running, sailing, traveling, and scuba diving
- Certifications: Google analytics IQ, literary editing, photoshop, principles of market research, certified beer server