

# BRIAN HARVEY

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## *Marketing, Events, & Public Relations*

Experienced professional skilled at conceiving, planning, and executing marketing programs that bring the brand to life with consumers. Proven success in launching marketing campaigns that drive sales and growth.

- Event Planning and Execution
- Guerilla Marketing
- Public Relations
- Competitive Market Analysis
- Team Leadership
- Agency Management
- Sales Support
- Consumer Sampling Program
- P/L Management
- Consumer Engagement
- Market Launch
- Trade Shows
- Experiential Marketing
- Project Management
- Public Speaking
- Partnership Negotiation
- Employee Development
- Brand Building

## *Major Professional Experience*

**HOSTESS BRANDS**, Kansas City, MO

2017-October 2019

### **Senior Manager-Field Marketing, PR, & Licensing**

- Built and led field/experiential marketing program for Hostess Brands, leveraged resources to achieve national exposure. Reported to the CMO/Head of Marketing.
- Led consumer-focused public relations program, developed creative strategies to gain media coverage, ultimately achieving over 5 billion estimated earned media impressions per year.
- Led the Hostess 100<sup>th</sup> birthday program, including national sampling tour, local/national events, NASDAQ bell ringing, and first-of-its-kind celebrity event yielding over 700 million earned media impressions and 210 thousand individual consumer interactions. Company's highest revenue quarter ever during program.
- Conceived public relations stunt that generated an estimated 1.32 billion earned media impressions with a \$1500 budget.
- Managed Twinkie the Kid mascot program. Developed strategies to streamline program and maximize ROI in support of sales partners and consumer exposure. Leveraged program to achieve over 19 million total impressions from event content created GIFs and a live TV appearance on *Good Morning America*.
- Led film/TV product placement program, achieving 240+ million audience per year.
- Managed Hostess presence for major industry trade shows including Sweets & Snacks and NACS.
- Built new licensing program, focused on growing the brand and generating incremental revenue.
- Managed outside agencies for public relations, licensing, TV/film product placement, trade shows, consumer sampling, events, and mascot programs.

**ZIPCAR**, Minneapolis, MN

2013-2017

### **Field Marketing Manager-Great Lakes, 2016-2017**

### **Market Manager-Minneapolis, 2013-2016**

- Orchestrated sponsorships, partnerships, events, promotions, and advertising to increase visibility of Zipcar in the community, growing membership base and generating revenue.
- Managed local P/L to achieve EBITDA goals, exceeded plan by over 50% in 2015 and 2016.
- Oversaw business from start-up into growth phase, achieved double-digit year-over-year member and revenue percentage growth within an increasingly competitive environment.
- Responsible for hiring, training, coaching and motivating fleet, marketing, and member services staff; ensured a positive and collaborative environment that generated results with a customer-first mentality.
- Cultivated strategic relationships with political and community leaders, advocated for expansion opportunities and industry-friendly policies.
- Developed strategies to achieve strong loyalty and referrals through high net promoter scores (NPS) relative to competition and other Zipcar regions. Achieved highest Zipcar NPS scores in North America.
- Developed new hiring and training materials for brand ambassadors, adopted throughout North America.
- Represented brand with business and networking groups to generate sales and marketing opportunities.
- Developed and implemented scalable marketing programs that generated revenue, social media engagement, and earned media.

- 5-HOUR SAMPLE LLC (5-HOUR ENERGY), Minneapolis, MN** 2010-2012  
**Field Marketing Manager-Minnesota**
- Launched Minnesota field-marketing program for 5-hour ENERGY. Developed best practices and standard operating procedures that were adopted regionally and nationally.
  - Planned and executed company's largest consumer sampling initiative for 2 years in a row, creating the template for all future large-scale samplings. Drove 370,000 personal consumer interactions in 24 days.
  - Partnered with local events for a larger market presence. Developed comprehensive programming for events to maximize exposure and ROI.
  - Recruited, trained, and managed consumer sampling team, team leads, and campus ambassadors.
  - Managed campus ambassadors in development of highly detailed marketing and sales growth plans for key college campuses.
  - Managed local field tools, infrastructure, and warehouse with \$1 mil+ in assets.

- RED BULL** 2002-2009  
**Field Marketing Manager-Wisconsin, 2006-2009**  
**Field Marketing Manager-North and South Dakota, 2004-2006**  
**Team Manager-Minnesota, 2002-2004**

- Contributed to 300% growth of Red Bull sales in the Dakotas in 2004-2006.
- Worked with distributors to create marketing programs around sales needs, provided training to sales staff, and communication tools to ensure alignment on joint goals.
- Developed sampling test market program in Wisconsin that was adopted regionally.
- Appointed to project team and co-authored regional advisory manual for major international event.
- Recruited, hired, trained, and coached award-winning consumer sampling team, team managers, and student brand managers.
- Managed 40-60 events per year. Conceived, planned, and executed original events and experiential marketing activities that delivered the brand image to consumers.
- Negotiated sales/marketing contracts with major events and organizations including Sturgis Motorcycle Rally, Milwaukee Brewers baseball, and Summerfest music festival.
- Served on team manager task force, which developed strategies adopted nationally then planned and presented national rollout meeting.
- Utilized relationship-building and networking skills to forge authentic, purposeful relationships with principal opinion leaders within key influential sport and cultural segments. Those relationships were then leveraged against opportunities to introduce Red Bull's benefits and build the brand image.
- Generated media coverage of events and credible product placements and mentions. Local pre-event spokesperson for major international event.

- MIDWEST COMMUNICATIONS/KDAL, Duluth, MN** 2000-2001  
**News Director and Anchor**
- News Director, lead anchor, and award-winning writer for 6 radio stations and web.

- THREE EAGLES COMMUNICATIONS/KFOR, Lincoln, NE** 1999-2000  
**News Anchor and Reporter**
- Anchored and wrote for local stations and statewide news network. Hosted weekly talk programs.

***Education***

- BROWN COLLEGE, Mendota Heights, MN** 1998-1999  
 Certificate, Radio broadcasting
- UNIVERSITY OF MINNESOTA, Minneapolis, MN** 1996-1998  
 Bachelor's degree program, speech communication and English literature
- UNIVERSITY OF WISCONSIN, Stevens Point, WI** 1995-1996  
 Journalism and political science