Brad C. Fransen

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Objective:

To utilize my extensive leadership, marketing, sales and communications skills to contribute to a dynamic organization in the transportation industry.

Relevant Accomplishments:

Successfully managed rebranding of nationally-affiliated transportation company, 2006
Managed PR, media, advertising, website and SEO/SEM campaigns, 2005-2013
Achieved 300% increase in Marketing ROI, (Marketing Sherpa published article), 2011
Instituted company-wide CRM program and process, 2010
Developed and managed company intranet portal/ communications programs 2005-2013
Managed national award winning sales and customer service teams, 2003-2013
Received top national awards for domestic/ international sales excellence, 1999,2000
Agent of the Year Award, 1999
Founded internal quality council, increasing quality metrics by 30%, 2012

Specializing in:

Business Innovation and Strategy
Internal and External Communication
Consultative Sales Techniques, Business Development
Quality and Process Improvement
EmployeeTraining, Coaching and Engagement
Presentations, Proposals and Peripheral Marketing Materials
Photography and Videography
SEO/SEM, Social Media, Blog and Email Marketing

Skills & Qualifications:

Strong connection and business network in the Puget Sound area.

Expert marketing and communications strategist with extensive, 20+ year transportation industry background.

Exceptional strategist/problem solver delivering creative and effective solutions. Excellent organizational and planning skills.

Outstanding leadership ability, providing award-winning results. Proven skill to develop highly-engaged, productive workplace.

Excellent verbal and written communication skills. Accomplished professional photographer creating compelling imagery and accompanying written content.

Extensive experience in development of proposals, newsletters, presentations, brochures and printed materials. Microsoft Office and Adobe Creative Suite expert.

Strong background conducting public presentations and meetings, working with media partners.

Experience:

Quartz Mountain Business Solutions, 2013 - Present
Orting, WA
Position: Founder
Founded a specialized consulting firm focused on effective sales/marketing solutions, social media, communications strategy, employee training/engagement, and customer service process improvement.
Responsible for all aspects of the business.

Continental Van Lines, Agent for Mayflower Transit, 2003 - 2013
Seattle, WA
Position: Director of Sales and Marketing
Oversaw all communication, sales, marketing and customer service for a multi-location consumer based transportation company in WA and AK.
Managed print advertising, website development and analytics, public relations, social media, reputation management, blogs, and web-based advertising.
Created quality council for corporate locations.
Developed web-based brand presence resulting in maximized profitability and lead generation.
Built and maintained positive vendor relationships and client partnerships.
Effectively developed and implemented new eco-friendly customer-focused solutions.
Hired, mentored, and led a nationally recognized multi-million dollar sales and customer service teams, culminating in top national award, Agent of the Year.

Education:

Landmark International, (Seattle, WA), 2010 - 2013
Personal and Professional Growth, Leadership Training

University of Washington (Seattle WA), 1981
Bachelor of Arts in Speech Communications
Focus upon Effective Communication, Public Speaking, Logic and Sales

Volunteer Work:

Extensive participation in health care and community-based volunteer work and causes.
Volunteer Drug and Alcohol Counselor, Pierce County Corrections
Mary Bridge Children's Hospital (Festival of Trees, Courage Classic) Sterling Circle recognition

Membership:

Member, Transportation Club of Tacoma
Pierce County Mountaineers Club

References and additional employment history available upon request.