

# Brad van Unen

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## EXPERIENCE

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**Rent Jungle, LLC** | Pittsburgh, PA

**April – October 2010**

**Business Development Intern, RentJungle.com**

- Led business development strategy for a new product line, including identifying, segmenting and contacting potential partners
- Developed more than ten pilot accounts with investment banks, hedge funds, and software companies, representing over \$100k in annual revenue potential
- Managed and refined social media and guerrilla marketing/PR strategy; doubled daily site traffic from these sources
- Refined and standardized brand elements; led the redesign of company sales materials

**EcoTimber, Inc.** | Bay Area, CA

**October 2000 – January 2009**

**Director of Marketing**

- Served as integral part of growth of organization from a single retail storefront to a national brand with 400 authorized dealers; with annual sales from \$600k to over \$4 million
- Managed all customer touch points to ensure consistent branding and messaging
- Worked closely with authorized dealers to develop custom marketing tools, vastly simplifying co-branding efforts
- Led market segmentation, targeting and positioning efforts to communicate brand value proposition to both green and mainstream consumer segments in both B2C and B2B contexts
- Designed and produced marketing collateral including product catalogs, photography, and point-of-purchase display graphics
- Oversaw major rebranding effort in 2008 including complete web site overhaul, redefining the brand's target segments and bringing consistency to all marketing collateral
- Created and oversaw SEO and PPC efforts, averaging over 100% increases in web traffic each year for 7 years
- Traveled independently to flooring manufacturers (US and China) to assist with product development efforts, leading to a Consumer Reports "Overall Top Pick" award for two consecutive years
- Reported directly to CEO, and presented marketing efforts directly to Board of Directors

**Smith, Hampton & Devlin** | San Francisco, CA

**February – May 2000**

**Temporary Administrative Assistant**

Specialized in information management and reporting: database consolidation, multi-source mail merges, data scrubbing projects

**Working Assets Funding Service** | San Francisco, CA

**April 1998 – February 2000**

**Sales & Customer Service Coordinator, Business Services Division**

- Acted as liaison between Business Services and Marketing, Executive, Technical, & Legal departments
- Served as primary contact for new B2B clients, enabling Sales staff to focus on new client acquisition efforts

**Wells Fargo Bank** | San Francisco, CA

**July 1992 – August 1996**

**Merchant Teller**

Processed cash-heavy transactions for business and corporate clients

## EDUCATION

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**University of Pittsburgh** Joseph M. Katz Graduate School of Business | Pittsburgh, PA

**Master of Business Administration**, April 2011

- Concentration: Marketing
- Co-President, Katz Marketing Club; Student Ambassador and Peer Mentor, Katz MBA Admissions; Recipient, Dennis & Regina Stover Merit Scholarship

**San Francisco State University** | San Francisco, CA

**Bachelor of Arts in Broadcasting**, December 1997 | Magna cum Laude

## ADDITIONAL INFORMATION

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- Software expertise: Microsoft Office, Adobe Creative Suite 4, pre-press workflow
- Enjoy bicycling, kayaking, travel, Vinyasa yoga, playing Bach piano inventions