

# BRAD SMITH

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**EDUCATION** Master's Degree, 2003 | Radford University | MBA  
Bachelor's Degree, 1998 | Virginia Tech | Marketing Management

## WORK EXPERIENCE

**Vice President of Marketing – Parabellum Fitness**  
**2024 – 2024 Reporting to the Owners**

Responsible for the marketing strategy and communications for Parabellum Fitness with a heavy emphasis on digital advertising and online sales.

**Director of Marketing and Communications – Intercept Health**  
**2019 – 2019 Reporting to the Sr. Director of Program Dev.**

Responsible for the marketing strategy and communications for Intercept Health with a heavy emphasis on digital marketing and lead generation.

**Director of Marketing - Medeco, Arrow, ASSA Abloy & Mul-T-lock**  
**2015 – 2018 – Reporting to the Group President**

Lead the vision, strategy and development of the creative marketing team for Medeco, Arrow, ASSA, Abloy & Mul-T-Lock.

**Director of Marketing - Medeco & Arrow**  
**2012 – 2015 - Reporting to the President**

Responsible for the strategic direction of all marketing for Medeco & Arrow

**Brand Director – Arrow**  
**2011 – 2012 - Reporting to the GM**

Responsible for marketing, and Business Development activities of Arrow Lock

**Brand Manager- Arrow**  
**2006 – 2011- Reporting to the GM**

Responsible for rebranding Arrow Lock to the security professional channel. Launched and managed the Telesales department.

**Dale Carnegie Human Relations Course Trainer – Dale Carnegie**  
**2008– 2009 Reporting to the local Dale Carnegie Franchise Owner**

This was a part time job I did while at Medeco. I was responsible for the training of the Dale Carnegie Human Relations course.

**MSC Program Manager - Medeco**  
**2004 – 2006 – Reporting to the Director of Sales & Marketing**

Developed the Medeco Security Center business development program

**OEM Marketing Manager - Medeco**  
**2001 – 2004 – Reporting to the Director of OEM**

Responsible for creating and executing a marketing strategy for Medeco's OEM strategic business unit

## SKILLS

### DIRECTOR OF MARKETING DUTIES:

- Marketing Strategy & Planning
- Digital Marketing Strategy
- Designed lead generation and referral program
- Adwords and YouTube Advertising
- SEO & Analytics Management
- CMS Website Design and Development
- Ad Campaign Strategy
- PR Strategy and Execution
- Video Strategy, Production & Editing
- Project Management
- Amazon Account Setup and Management
- All Brand Manager Duties Listed Below

### BRAND MANAGER DUTIES:

- Brand Management
- Social Media Strategy
- Developed Lead Tracking System
- Marketing Strategy & Planning
- Ad Campaign Strategy
- PR Strategy and Execution
- Product Management
- Created Online University
- Created & Managed TeleSales Department
- Managed Arrow Sales in Canada
- Grainger Account Management

### PROGRAM MANAGER DUTIES:

- Created Franchise Style Dealer Program
- Designed National TV Advertising Campaign
- Developed Dealer Training Program
- Created POP Dealer Showroom Displays

### MARKETING MANAGER DUTIES:

- Marketing Strategy & Planning
- Ad Campaign Strategy
- PR Strategy and Execution
- Created Online Product Selector
- Product Management
- Trade Show Management

## SOFTWARE

- Microsoft Office
- Adobe Creative Cloud
- WordPress, WIX, Joomla and Episerver