

# BRENDAN HUKILL

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**CAREER SUMMARY:** Web Producer, Web Designer, and Marketing Content Specialist with customer-centric web design solutions, sales process alignment, and marketing campaign management experience.

Strengths and responsibilities include:

- Requirements gathering, customer data analysis, cross-functional strategy, and stakeholder collaboration
- Providing data-driven insights for product marketing, sales opportunity, and service delivery initiatives
- Delivering creative content for product / services marketing, and ongoing service enablement
- Ensuring sales process alignment when reviewing target market requirements, including GTM campaigns and reports based on analysis of marketing email statistics, and historical install base purchase history

Areas of Expertise	
CRM Admin & Reporting (Salesforce, Excel)	Workflow Diagrams (PowerPoint)
Content Marketing Integration (AppExchange)	Web Graphics (Adobe Photoshop)
Web to Lead Form Integration (AppExchange)	Web Design/Dev (HTML, CSS, JS, jQuery)
Quality Assurance (Advanced Excel)	CMS & Web Hosting (WordPress, cPanel)
Content Strategy & Curation (Adobe XD)	Project Management (Smartsheets, Trello)

## Education

### **BS: Eng. Physics w/App. Math**

UNIVERSITY OF CENTRAL FLORIDA  
(1997-2002), 2.85 GPA

### **MBA: Strategic Management**

UNIVERSITY OF COLORADO AT DENVER  
(2005-2008), 3.4 GPA

### **Web Design & Front-End Web Developer Certificates**

WAKE TECH COMMUNITY COLLEGE  
(2018-2021), 4.0 GPA

## Professional Experience

NC State University – Raleigh, NC

[Feb 2022 to Oct 2022]

**Web Specialist** (Contract) - Member of NCSU's University Communications & Marketing team.

- Supported web team to plan, implement, and problem solve web layout and user flow questions for the best UX with NC State's college sites.

IBM – RTP, NC

[Jun 2021 to Nov 2021]

**Web Producer** (Contract) - Member of IBM's MyDM (digital marketing platform) team.

- Campaign content management for IBM's business partners, including campaign tactic & asset: customization, load, test, and publish.

CISCO – Morrisville, NC

[Dec 2019 to Aug 2020]

**Content Curator** (Contract) - Member of Cisco's global ContentX marketing team.

- Strategized, curated, and elevated sales-facing content published on Cisco's internal content management platform, to accelerate & enhance customer engagement opportunities.
- Supported Service Provider, Meraki, IoT, & Competitive segments, resulting in 23% increase in content usage, and reducing average search time from 1 hour to 1 minute in Q4FY20
- Audited 5K + digital assets, and edited/curated 200+ digital assets

LENOVO – Morrisville, NC

[Feb 2019 to Aug 2019]

**Services Sales Enablement Specialist** (Contract) - Performed install base analysis, APOS service price quotation and service enablement, created and curated Lenovo's Premier Support marketing collateral.

STOREXCEL – RTP, NC

[Sept 2015 to Aug 2017]

**Marketing Manager** – Strategic member of StorExcel's go-to-market campaign team.

- Created content & performed curation by collaborating with different business users by simplifying and editing content for the team, enabling content to be easily understood by all stakeholders
- Created custom process-enabling Salesforce API configurations (iContact, FastForms), and reports
- Managed ~25-30 strategic e-marketing campaigns (iContact), cost-effectively leveraged several marketing mix components (Ex: saved marketing video expenditure cost by 10x – from \$1,000 to \$100 per video)
- Facilitated collaborative teamwork, solicited feedback with strategic & innovative go-to-market deliverables (iContact emails, WordPress-driven collab site, and StorExcel's Weebly platform-driven website, with custom HTML configurations [Ex: Web form to SFDC lead import functionality])

CISCO – RTP, NC

[Sept 2013 to May 2015]

**Service Renewals Analyst** (Contract) - Member of Cisco's services enablement team.

NETAPP – RTP, NC

[Feb 2012 to Feb 2013]

**Sales Support Representative** (Contract) - Member of NetApp's USAF & DoD sales teams.

- Translated communication between sales, product marketing, and other business unit teams, producing sales-driven information which fulfilled customer business needs

ORACLE AMERICA, INC. | SUN MICROSYSTEMS – Apex, NC

[March 2007 to July 2011]

**Sales Support Representative** - Collaborated with the appropriate SMEs within Sun's selling organization, translating the business needs of Sun's S&L Gov't, Education, and Healthcare accounts into project documentation requirements.

- Served as trusted strategic resource for building system configurations and providing total technical sales solutions, which included: hardware, software, and services to meet customer requirements

**Awards/Achievements**

- + Selected as the SSR Site Lead for Sun Microsystems's GEH market segment [March 2009]
- + Selected to Sun's W5C Field Study Project Team, to provide insight on usability enhancements for Sun's product quoting configuration tool [April 2009]
- + Selected as Team EDU's product configuration champion [November 2009]
- + Selected as Agreements Registry/Siebel/CRM "Super User" for Sun's NA GSC SCO [November 2009]

SUN MICROSYSTEMS – Broomfield, CO

[April 2006 to March 2007]

**Backups Assistant** (Contract) - Member of Sun's internal backup assistance team.

NET SOURCE – Littleton, CO

[March 2003 to October 2004]

**Support Escalation Engineer** - Member of Net Source's engineering group.

Web E-Portfolio & Work Performance Testimonials available at: <https://brendanhukill.com/>