

Brenden Kanies

15211 E 253rd St.
Harrisonville, MO 64701
(816) 872-6017
BKanies25@gmail.com

Education:

Missouri State University; Springfield, MO (AACSB Accredited) Graduated: May 2012
Bachelor of Science, Management—Entrepreneurship, Minor—Marketing
Overall GPA: 3.81/4.0 *Magna Cum Laude* ACT: 30 Eagle Scout

Broken Net Outdoors LLC. March 2016-Present

Owner/Operator – Clients: ArcticShield Outdoor, Covercraft, Bass Pro Shops, Mission Crossbows

- Develop and execute social media strategies to drive client results
- Craft authentic and engaging articles, news stories, and press releases
- Manage national prostaff of content contributors and social media influencers
- Attend industry trade shows and events to capture timely content
- Deliver customized reporting to track results, competitors, and industry trends

Elite Series Freelance Photographer/Social Media Manager – Clients: Kevin VanDam, Edwin Evers, Ott DeFoe, Brent Chapman, Bradley Roy, General Tire, Tracker Marine, Rapala, Zoom

- Capture compelling photo and video assets during tournament, including take-off and weigh-in
- Edit photography, video, and Go-Pro footage for client use during the event
- Publish to angler or sponsor's social media accounts using authentic brand voice
- Host key social promotions, contests, and live videos to drive event excitement

Bass Pro Shops

Online Media Specialist October 2014-March 2016

- Lead external team of 15+ contributors to create engaging website content
- Assigned and edited seasonal blogs, articles, graphics, and videos
- Located or created images and graphics to make content stand out from the crowd
- Collaborated with internal team to promote content through social media and email programs

Brand Marketing Specialist November 2015-March 2016

- Created multi-channel marketing plan to increase sales and brand awareness
- Produced advertisements to persuade target market online, in print, and through video
- Leveraged social media, external partnerships, contests, and UGC to reach customers

Internet Marketing Specialist October 2012-October 2014

- Created and monitored posts on Facebook, Twitter, Instagram, Youtube, and Google+
 - Developed creative content for daily posting on Bass Pro Shops corporate accounts
 - Established consistent and authentic brand voice across all channels
- Responded to customer comments, questions, and complaints through social channels
 - Created customer service guidelines for call center responses on social media
 - Trained retail and branding teams on social media best practices

Alexander-Townsend Inc.

Sales Coordinator – Hunting & Fishing Brands May 2016-Oct 2017

- Prepared and delivered sales presentations to dealers, distributors, and nationwide retailers
- Prospected new account leads and leveraged existing contacts to schedule meetings
- Analyzed trends, sales history, and inventory data to make informed recommendations
- Directed ProStaff initiatives for key events at Bass Pro Shops and Cabela's locations.