

BRITTANY K. BROCK

Brittany@bkbrock.com | [LinkedIn Profile](#) | bkbrock.com | (770) 757-5877 | Atlanta, GA

OBJECTIVE

Highly motivated marketing professional with diverse knowledge of the marketing world. Looking for an opportunity to grow my career in a way that would utilize my skills and experience to the fullest while providing mutual growth and success.

SKILLS

Copywriting	Digital Marketing	Lead Generation	Analytical Skills
Branding	Sales	B2B/B2C Marketing	Salesforce
Product Marketing	Project Management	Trade Shows & Events	Collaboration
eCommerce	Asset Management	Creative Design	Customer Service

EXPERIENCE

Channel Marketing Specialist • FieldEdge by Xplor • January 2022 – January 2024

- Curated messaging, content, and provided creative support to drive demand generation growth through partnership marketing initiatives.
- Managed trade shows, dealer meetings, and events, offering comprehensive support for all marketing-related activities in a seamless and efficient manner.
- Developed and executed lead generation campaigns through various channels to drive demo requests from prospects.
- Tailored marketing collateral for partner publications and internal resources.
- Updated and maintained the partner pages on the website (WordPress/Elementor) and dedicated partner landing pages.
- Created customer emails for product releases, trainings, and company updates.

Marketing Copywriter • Maytronics US • April 2020 – January 2022

- Generated content for marketing materials, including print publications, brochures, website copy, product listings, and email campaigns, while maintaining consistency with brand guidelines and tone of voice.
- Turned technical product information into impactful copy that educated and informed the target audience.
- Conducted general research, including competitor, to stay current on industry trends.
- Developed consistent messaging and value propositions for marketing materials to reduce confusion for the end user.
- Created one-pagers, slide decks, and other collateral for sales to sell dealer programs.

Digital Marketing Specialist • Maytronics US • January 2019 – April 2020

- Managed Amazon Seller Central account with over 150 product listings. Optimized product pages using keywords and SEO.
- Coordinated video shoots and photography for new product launches and product updates.

- Created compelling content for email campaigns, eCommerce product listings (Amazon and Home Depot), website updates, dealer programs, and other digital efforts.
- Provided authorized resellers with approved assets for their reseller websites and reviewed all listings for accuracy.
- Made updates to the main website, dealer locator listings, and dealer training support site.

Marketing Specialist • Maytronics US • January 2017 – January 2019

- Managed the Sunbelt Program, a dealer loyalty program focused on expanding the presence of robotics in a market that was traditionally dominated by suction and pressure cleaners. Successfully generated an additional \$1M in revenue during the first year through strategic marketing initiatives.
- Managed the Brand Protection Policy by reviewing dealer applications and compliance documents submitted by dealers to become an authorized reseller.
- Assisted in the implementation of the MAP Policy and worked with the legal team on a regular basis for channel cleanup and identifying unauthorized sellers.
- Assisted in the planning of trade shows and provided support during events.

Marketing Assistant • Maytronics US • June 2015 – January 2017

- Managed consumer rebate program using Salesforce and saved over \$10K in the first year after implementing a process to remove duplicate requests. Saved roughly \$98K from 2016 to 2021.
- Planned a trip to Mexico for 120 people and kept it within the budget.
- Provided general support to the marketing and sales team that included submitting orders for marketing materials, creating new dealer accounts, planning sales, and marketing meetings.

Payroll Manager • Industrial Mechanical, Inc. • May 2012 – June 2015

- Accurately processed payroll for 180 employees on a weekly basis and submitted hours to accounting and staffing services.
- Tracked and maintained employees' vacation time, time-off approval forms, and vacation payouts on anniversary dates.
- Assisted human resources manager with new hire paperwork and yearly open enrollment.
- Designed quarterly safety shirts, documented all safety training records, and created reports for safety coordinators and management.

Admin Assistant • Industrial Mechanical, Inc. • April 2010 - May 2012

- Created job proposal quotes for customers and submitted them on behalf of project managers.
- Entered jobs numbers for project managers and maintained physical files for billing purposes.
- Processed customer invoices, payments, and contacted customers with past due balances.

Catering & Events Admin Assistant • Reynold's Plantation • December 2008 – November 2009

- Created banquet event orders for customers and management teams.
- Updated the events page on member website.
- Contacted vendors and processed contracts for special events.

- Designed menu cards, buffet cards, and other printed materials for all events on property.

Server/Hostess • Reynold's Plantation • August 2004 – December 2008

- Provided exceptional customer service to guests in a fine-dining environment.
- Acted as lead server and trained new employees.
- Communicated with managers on ways to improve service.

EDUCATION

Georgia College & State University, Milledgeville, GA
Bachelor of Business Administration in Management (2008)
Minor in Marketing

AWARDS

- Georgia College & State University Dean's list
- People's Choice Award from supervisors and peers from other departments for going above and beyond expectations (Reynold's Plantation)
- Employee of the Month Award (Reynold's Plantation)
- Excellence Award (Maytronics)