

John Brickweg

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Marketing Professional

Result driven in marketing research and analytics, brand awareness, and digital marketing.

EXPERIENCE

LITTLE BRICK HOUSE, MINNEAPOLIS, MN

PHOTOGRAPHER & VIDEOGRAPHER FEBRUARY 2023 – PRESENT

- Co-management of a bootstrapped photography and videography business with YoY 65% project growth, specializing in social media content, brand storytelling, and online course content.
- Lead video content creation for clients, from conceptualization to final delivery, ensuring alignment with brand goals and audience expectations.
- Designed, launched, and optimized the business website for user experience and SEO, driving lead generation and engagement.
- Focus on building strong client relationships, offering personalized support and creative solutions throughout projects.
- Developed a branded planning journal, adding value to client experiences and reinforcing brand loyalty.
- Produced video content across various platforms, including social media, with a focus on storytelling that resonates with diverse audiences.
- Supported pre-production by organizing assets, sourcing music, and developing preliminary designs for client projects.

OMNI VIKING LAKES, EAGAN, MN

SERVER & BARISTA

APRIL 2024 – PRESENT

- Nominated for outstanding employee by supervisor as well as the Director of Operations for exceptional customer care. Also, was personally highlighted for great service directly by guests in multiple customer reviews.
- Collaborated with kitchen staff to ensure timely delivery of food orders and maintain high levels of customer satisfaction.
- Mentored new servers & baristas on best practices for delivering excellent service while maintaining efficiency during busy shifts.

BEST VERSION MEDIA, INVER GROVE HEIGHTS, MN

PUBLISHER/ADVERTISING SALES (CONTRACT)

JANUARY 2024 – APRIL 2024

- Joined content publishing and regional advertising company to support a seasonal spike in forecasted growth, developing targeted marketing materials and client proposals on quick-turnaround schedules.
- Contributed to sales growth and business development initiatives, integrating first-hand knowledge of content production process to aid publishing package pricing valuations.
- Responsible for tracking and reporting on inbound lead flow from acquisition through consideration and conversion using proprietary CRM platform.

CARLSON BRAND ENTERPRISE, MINNEAPOLIS, MN

MARKETING CONSULTANT

JANUARY 2023 – MAY 2023

- Led a project team on a brand analysis for Honeywell Aerospace to attract engineering talent.
- Conducted 50+ interviews with key target segments over the course of six weeks.
- Developed and launched three surveys (engineering student, current professionals, and current employees) and received 350 responses combined from the different target segments and 4200 comment responses to analyze.
- Analyzed and provided insights and recommendations on current and future brand positioning.
- Stakeholder team at Honeywell Aerospace implemented the findings in the new recruitment strategy.

UNIVERSITY OF MARY, BISMARCK, ND

UNDERGRADUATE ADMISSIONS REPRESENTATIVE MAY 2021 – AUGUST 2022

- Presented the University mission, vision, values, and culture to 780 students and 300 parents in a year. Resulted in an annual achievement of 100% committed student enrollment goal.
- Delivered emailed marketing to 1000 perspective students and parents per month.
- Developed and executed digital brand awareness to 300 perspective students per month with a range of 1-4 students' enrollment.
- Analyzed local demographics and locations to then determine appropriate marketing strategy to attract new students to enroll.
- Organized 100+ external marketing events in various locations to perspective students and parents.
- Led a major student event to showcase the University campus and culture to 150 students.

THEODORE ROOSEVELT MEDORA FOUNDATION, BISMARCK, ND

MARKETING & COMMUNICATION INTERN JANUARY 2021 – APRIL 2021

- Executed content campaigns on Instagram, Facebook, and TikTok, created with TRMF's unique brand voice.
- Advocated for and helped implement new website tools that highlight key assets and attractions for consumers still being utilized today.
- Launched content (social media & email) to drive e-commerce sales of tickets for events.
- Assisted Marketing Manager with emergency social media situations, time sensitive website updates, and executing new ideas.

UNIVERSITY OF MARY, BISMARCK, ND

COMMUNICATION TEAM

JANUARY 2020 – APRIL 2021

- Grew social media following from 200 to over 1k on both Facebook and Instagram on a campus of approximately 2k students.
- Directed weekly video content that reached thousands of views and impressions.
- Awarded as student team member of the year.

TECHNICAL EXPERIENCE

- Qualtrics (Survey Software)
- WordPress and MailChimp
- Hubspot
- Slate
- Social Media Management (Instagram Facebook, LinkedIn, Tik-Tok)
- Adobe Suite (Premiere Pro, Lightroom, Photoshop, InDesign)
- Canva (Marketing Design Tool)
- Microsoft

EDUCATION

Master's Degree - Master of Marketing - Carlson School of Management University of Minnesota, Minneapolis, MN

Bachelor's Degree - Communication Media Production - University of Mary, Bismarck, ND