

# Russell Bohannon

Dallas, Texas

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## Marketing and Product Management Professional with 10 years work experience providing solutions such as:

PPC (Pay per Click) Search Engine Marketing • Web Analytics • Data Analysis • Mobile/Wireless Marketing  
Experiential/Event Marketing • B2B/B2C • Scrum/Agile Software Development • Business Development • Negotiations  
Bilingual in English and Spanish • Hispanic/Multicultural Marketing • Team Building and Leadership

*Computer Skills:* Microsoft Excel (power user), Word, PowerPoint, Access, Outlook, Adobe Photoshop, MySQL, HTML, Google Adwords, and Google Analytics

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## PROFESSIONAL EXPERIENCE

### Independent Marketing Consultant

Dallas, Texas 2006 to Present

Clients include: Wave Integrated Marketing Services, MarketSource, Mobile M-Pact, Quickoffice, Estech Systems Inc. (ESI), and Time Warner Cable North Texas Division

#### Marketing

- Created and managed pay per click advertising campaign that drove 33% of total traffic to landing pages on health care recruiting website.
- Executed web analytics and analyzed large amounts of data to track 2.25 million users in 180 countries and 14 languages.
- Coordinated experiential/event marketing program for cable/telecom client that generated 995 new customers within a four week period.
- Built and led a team of 25 reps to achieved highest retail sales among 12 national regions in while managing cellular/wireless marketing program.

#### Product Management

- Created product documents: user manuals, installation manuals, product specifications, user stories and use cases.
- Managed on-device product catalog for mobile devices, increased sales by five percent by reorganizing categories.
- Managed telecom software and hardware projects from conception to finished products.
- Led development of software projects using the Agile method and scrum process; prioritized product backlogs.
- Performed competitive intelligence, generated reports of global consumer markets for internal communications.

#### Business Development

- Wrote customized proposals for deals of up to \$250,000 and created campaigns to meet clients' objectives.
- Conducted meetings to set budgets, analyze costs, revenues, and expected profits before launching projects.
- Managed B2B lead generation efforts, client accounts, and acquisition of agency partnerships.

### Marketing Manager

Mobile Campus, Inc. • Dallas, Texas 1/2007 to 6/2007

- Managed member acquisition efforts. Accomplished 10% of total market within first four months of launch.
- Wrote copy for and planned delivery of SMS/text message-based ads and coupons on mobile phones. Averaged 5% redemption rate.
- Hired, trained, and led a team of twelve employees to successfully launch company expansion into Dallas market.
- Consulted with clients to create advertising campaigns, target demographics, review ad metrics, and maximize ROI.
- Created and managed grass roots marketing events to increase branding. Website maintenance.

### Marketing Manager / Project Manager / Business Development

J. Richardson Enterprises • Dallas, Texas 1998 to 2006

- Generated \$18,000 in new business at no company cost by securing free public relations opportunities.
  - Designed advertising collateral, wrote copy, and developed company website to increase branding and awareness.
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## EDUCATION / HONORS

### Master of Business Administration

- Concentration in *Marketing* 2004, GPA: 3.9 / 4.0

### Master of Science in Management and Administrative Sciences

- Concentration in *Organizations and Strategy* 2005, Chancellor's List, GPA: 3.9 / 4.0

### Bachelor of Business Administration

- Cum Laude 2003, Dean's List, GPA: 3.6 / 4.0

THE UNIVERSITY OF TEXAS AT DALLAS, RICHARDSON, TEXAS (MBA, MS, BS)

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## PROFESSIONAL AFFILIATION

American Marketing Association (DFW Chapter) - active member since 2004, volunteer member 2007 and 2008