

# Amanda Bakun, MS, MBA

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**Vice President of Marketing | Global Communications | Transformational Leader | Strategic Planning**

## CAREER HIGHLIGHTS

- Successful VP of Marketing & Communications with over 14 years of experience in creating comprehensive, innovative, and long-lasting marketing campaigns across various platforms.
- Transformational Leader with a background in driving global communications and brand development.
- Expertise in overseeing global marketing and communications strategy to align with goals and drive revenue.
- Project Manager skilled in tradeshow/event coordination, relationship building, and demand generation.
- Business owner with three contract clients in the manufacturing space, managing marketing efforts and functions.
- Past experience working within a variety of companies and industries, including B2B/B2C and internationally.
- Featured in numerous internal publications and externally in magazines, videos, and radio in Okinawa, Japan.

## EXPERTISE

*Global Marketing & Communications Strategy | Demand Generation | Project Management | Marketing & Advertising | Brand Development | Media Purchasing | Client Relations | Market Research | Tradeshows & Event Coordination | Sales | Revenue & Lead Generation | Product Branding | Content Creation | Press Releases | Budgeting | Business Development | Writing & Editing | Radio & TV Broadcast | Process Improvement | Vendor Management | Relationship Building | Training & Mentoring | Team Collaboration*

## PROFESSIONAL EXPERIENCE

### **VP of Marketing & Communications – The Americas & Asia: ANCA INC. | Wixom, MI | JULY 2022 – PRESENT**

*VP or director job titles are not used officially anywhere within this global organization, as they are reserved for company founders - but most closely depict my job duties. Serve as a key contributor in the planning and organization of the global marketing and communication strategy. Establish and execute marketing and communication strategy encompassing the U.S., Canada, Mexico, and Brazil. Gained marketing control of Asia (Korea, India, Japan, Thailand) and absorbed responsibility of communication/strategy for the entire company globally after one year due to successes. Guide and mentor four junior team members internationally to implement new marketing processes within developing markets. Proven track record of success by winning one CEO award/finalist for two others due to project accomplishments.*

- Developed global marketing campaign currently being deployed in 15 countries in multiple languages.
- Manage and allocate a \$3M+ budget for marketing and advertising efforts.
- Coordinated all internal and external exhibitions as the lead project manager, including up to 10 exhibitions, open houses, and customer events. Initiated a new standard for Open Houses enterprise-wide.
- Organized and marketed the first open house in over five years, achieving attendance rates three times higher than expected.
- Expanded strategic thinking of the American branch, including enhancements in gathering competitive data and influencing the sales team to engage in higher-level prospecting to boost profitability.
- Designed innovative new processes and ideas such as implementing livestreams and product demos into the marketing mix.
- Reinvented and optimized the process for marketing campaigns, enabling advanced focus for market penetration.
- Instituted a new system for vendor communication, strengthening relationships and boosting collaboration to drive sales.
- Consult with the Global Divisions on marketing strategies to meet KPIs and achieve customer buy-in.
- Generate content to position the company as customer-focused and innovative across channels, including social media, campaigns, and industry publications. Perform market analysis to identify market positioning and set apart from competition.
- Align synergies with sales directors to strategize opportunities and sell product solutions to clients. Function as the Voice of the Customer for product development teams to curate products.
- Direct identification, organization, and delivery of local marketing and customer campaigns to secure sales leads.
- Act as Chief of Staff, planning various team-building events and activities to mitigate turnover and boost morale.
- Leverage Microsoft Dynamics to establish a contacts database to distribute marketing campaigns to external/internal contacts. Utilize external tools and internal data for market reports, analyzing results to provide teams with competitive intelligence.

### **Director of Marketing: Acumen Learning | Orem, UT | MAR 2021 – JULY 2022**

*Oversaw the development, creation, and deployment of cohesive marketing campaigns across all channels to support revenue generation and goal attainment. Enhanced brand voice and reputation of the organization. Managed and led two marketing team members, supporting development, refining, and strengthening of skills.*

- Built and executed the division's strategic plan, coordinating with sales and leadership teams.
- Created segmented marketing strategies to enable targeted marketing to consumers, including champions, clients, and partners.
- Produced goals, scalable marketing strategy, and integrated marketing programs to align with long-term goals and priorities.
- Drove creative and messaging execution strategy, development, and optimization across all channels.
- Directed all areas of demand generation and digital marketing to aid growth, awareness, and brand development.

## PROFESSIONAL EXPERIENCE *continued*

### **Sr. Marketing Manager: EMAG L.L.C.** | Remote | JAN 2016 – MAR 2021

*Directed marketing communication and trade show appearances of North American representation. Managed show planning, project coordination, negotiations, marketing, transportation, execution, budgeting, and customer follow-up. Oversaw social media platforms encompassing LinkedIn, Twitter, YouTube, Instagram, and Facebook. Organized an annual marketing budget of approximately \$1M.*

- Executed three to six trade shows per year with up to 81K in attendance, leading up to 35 team members per appearance.
- Generated and distributed monthly email campaigns to 15K customers, evaluating results to identify areas for improvement.
- Deployed a LinkedIn campaign, boosting followers by 16%, page views per week by 70%, weekly impressions by 94%, and weekly clicks by 192% over four months.
- Facilitated launch of North American EMAG Group Marketing Section, engaging with teams from Headquarters in Germany.
- Collaborated with colleagues globally to develop a cohesive marketing campaign.
- Guided writing and distribution of press releases by working with editors from various trade magazines.
- Handled coordination of electronic and print advertising campaigns.
- Piloted the mailing of monthly customer magazines.

### **Marketing Account Executive: Marine Corps Community Services** | Okinawa, Japan | JAN 2015 – MAR 2016

*Assisted in long-term marketing efforts to drive market positioning, brand awareness, and goal attainment. Managed 10 team members across varying departments during the section manager's absence to mitigate operational disruptions. Supported the hiring process through selection, mentoring, and training on best practices.*

- Developed print, radio, broadcast, social media marketing, and ad placement using American and Japanese mediums for Comic Con Okinawa in 2015, leading to an increase in attendees from 5.2K in 2014 to over 10K in 2015.
- Engaged with ESPN and other departments within the organization to curate marketing and promotional materials for the 2015 ESPN Armed Forces Classic Basketball game attended by 3K+ and aired on national television.
- Led the design of all marketing materials for 40+ Marine Corps Birthday Balls attended by over 15K individuals.
- Established layouts and wrote/edited articles for Okinawa Living Magazine with 15K views monthly and Okinawa Living Weekly Newsletter with 5K views weekly.

### **Special Events, Administrative Assistant: Marine Corps Community Services** | Okinawa, Japan | MAY 2014 – JAN 2015

*Managed maintenance of website and Facebook page for up-to-date and accurate information. Supported the planning of six festivals attended by over 30K individuals. Led up to 50 staff and volunteers at various festivals.*

### **Marketing Account Executive: 18th FSS – United States Air Force** | Okinawa, Japan | APR 2013 – FEB 2014

*Featured on the bi-weekly AFN radio interviews reaching 55K+ listeners, including American military members, families, and local Okinawans. Served as a co-host on two monthly television shows with 500+ YouTube views. Created marketing materials to promote and boost services to American military members/families, driving over 12.5K monthly impressions. Developed a Junior Golf Clinic campaign that resulted in a 1,750% increase in participation from 2012 to 2013. Improved revenue by 50% in six months (\$85K) with the development of a targeted fitness campaign.*

### **Marketing Manager: EMAG L.L.C.** | Remote | NOV 2010 – MAR 2013

## EDUCATION

**Master of Science in Marketing Research** | Michigan State University

**Master of Business Administration, Emphasis: Marketing** | Walsh College of Accountancy & Business

**Bachelor of Business Administration, Double Major: Marketing & Finance** | Grand Valley State University

**Certifications:** Building Business Acumen for Sales & Marketing, Acumen Learning (JUNE 2022) | Building Business Acumen, Acumen Learning (APR 2021) | Six Sigma Yellow Belt, U.S. Marine Corps (FEB 2015)

**Tech Skills:** Adobe CS, Canva, WordPress, WIX, Microsoft OS, Microsoft Dynamics, Marketing Automation Systems

**Social Media:** Facebook, Twitter, Instagram, LinkedIn, YouTube

## AWARDS & AFFILIATIONS

- Delta Sigma Pi Alumni Professional Business Fraternity
- CEO Award Finalist x2 | 2023
- Annual CEO Award Winner, ANCA | DEC 2022
- Moment of Excellence – Comic Con 2015, MCCS | DEC 2015
- Pacific Air Force Marketing Program of the Year, USAF | DEC 2013
- Air Force Marketing Program of the Year, USAF | DEC 2013
- Commanders Cup, USAF | MAY 2013