

BRETT KUHNERT

Bay Area, CA
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(812) 327-7323

KEY QUALIFICATIONS

- MBA and MPA, skilled at building & leading effective teams across diverse functions and sectors
- Founding Marketing Manager for Bay Area EdTech startup, Business Manager for Health & Fitness startup
- Consistently exceeded recruitment & sales goals as Peace Corps Recruiter, Admissions Representative

TECHNICAL SKILLS

HubSpot and Zoho CRM

Google applications, including
Docs, Sheets, and Slides

MySQL

Intercom customer acquisition
& engagement platform

Atlassian JIRA Agile
Management software

Quickbooks Enterprise and
Quickbooks Online

Looker data analytics software

Microsoft Office Suite

Mixpanel analytics software

Trello and Asana project &
operations management
software

applications: Excel, Word,
PowerPoint, Microsoft Project

PROFESSIONAL EXPERIENCE

Mathscribe INC.

Berkeley, CA

Business & Outreach Manager

September 2017-November 2018

- Managed all marketing & outreach efforts to teachers, schools and districts.
- Overhauled conference event marketing and lead follow-up, generating over 200 leads across 3 conferences.
- Re-designed homepage to highlight and align key value propositions.
- Designed & conducted AB testing of outbound marketing emails to optimize open and click rates.

Kenzai

Berkeley, CA

Business Manager, Sales & Marketing, Trainer

January 2016-February 2018

- Drafted engaging marketing copy and executed hundreds of warm & cold sales calls and chats as a dynamic member of the marketing & sales team.
- Implemented and successfully managed HubSpot CRM software.
- Deployed Looker and other data analytics tools to generate mission-critical reports for operations & marketing.
- Successfully coached groups of 10-60 trainees in a transformative 90-day exercise & nutrition program.
- Stood up the US entity, setting up and managing banking, payroll, leases and contracts.

United States Peace Corps

Washington, DC

Administrative Officer

March 2012-January 2015

- Authored or co-authored over a dozen agency-level funding requests, securing \$13.2 million for key office and agency initiatives and programs.
- Served as Management Analyst to the Associate Director, successfully executing numerous analyses dealing with budget performance, training costs, salary and benefits, and spending on contracts and Inter-Agency Agreements.
- Formulated and monitored execution of a \$21.1 million budget involving over 48 contracts and Inter-Agency Agreements and 59 staff.

Financial Management Officer

September 2008-March, 2012

- Performed detailed analysis of Volunteer extension and transfer-extension rates for the Leadership Development Academy, which served as a basis for recommendations on Volunteer Extension-of-Service to agency executives.
- Created training program for Financial Management Specialists.
- Spear-headed and managed a highly successful team effort to update the office Intranet site.

Recruiter

August 2006-May 2008

- Increased recruitment activities by building relationships with key faculty and staff members and effectively leveraging relationships with Returned Peace Corps Volunteers.
- Boosted Indiana University from #27 to #14 in Peace Corps rankings of large campuses with alumni serving overseas.
- Successfully interviewed and recommended over 60 candidates for Peace Corps service.

Peace Corps Volunteer, Morocco, North Africa

June 2000-April 2003

- Organized and led a volunteer team on a 5-day, 45-mile outreach campaign for Operation Smile and assessed multiple candidates for successful facial reconstructive surgery.
- Developed a Community Health Educator program plan in collaboration with local Ministry of Health officials; designed and implemented hygiene education lessons for 5 rural district schools.

Cardean Learning Group, LLC

Chicago, IL

Sales and Admissions Representative/Academic Advisor

August 2003-May 2006

- Met or exceeded monthly sales enrollment goals.
- Counseled graduate students and identified and solved student problems while serving as liaison between students and other departments at the University.

EDUCATION

School of Public and Environmental Affairs, Indiana University, Bloomington, IN

Master of Public Affairs (MPA)

- Concentrations: Economic Development, Policy Analysis, and Public Financial Administration.

Ellis College of the New York Institute of Technology, Old Westbury, NY

Master of Business Administration (MBA)

- Completed coursework developed with the University of Chicago Graduate School of Business and the Columbia Business School. Graduated with Distinction.

University of Illinois, Urbana-Champaign, IL

Bachelor of Science, Psychology

- First Vice President of Service and Advisor, Alpha Phi Omega National Service Fraternity.
- Alpha Phi Omega Distinguished Service Certificate and Kinetic Leadership Knot.

CERTIFICATIONS

HubSpot Academy:

Inbound Marketing Certification

Valid through November 1, 2019

Inbound Sales Certification

Valid through December 1, 2019

Real World Risk Institute, New York, NY

Mini-Certificate in Real World Risk Management

Georgetown University, School of Continuing and Professional Education, Washington, DC

Certificate in Project Management

- Completed coursework in *Project Management Fundamentals, Planning and Controls, and Risk Management*

VOLUNTEER EXPERIENCE

Brainfood

Washington, DC

Weekly Classroom Assistant

October-May, 2013-2015 & 2014-2015

- Helped instructors facilitate weekly courses designed to teach area high school students about cooking, nutrition, leadership, and teamwork.
- Designed and implemented a volunteer-led session focusing on approaches to more nutritional cooking and eating.