



BRYAN A. ARENAS

BRAND + MARKETING + PRODUCTION

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Miami, FL 

ABOUT

Focused Account Executive with remarkable branding knowledge and success in coordinating promotional and event strategies to boost brand exposure, customer engagement and market share. Innovative and forward-thinking with strong leadership, relationship-building and project management skills.

SKILLS

- Account Management
- Customer Service
- Sale Strategies Implementation
- Negotiation Skills
- Sales Expertise
- Presentation Skills
- Communication Skills
- Interpersonal Skills
- Tri-lingual
- Microsoft Suite
- Adobe Suite

CERTIFICATIONS

- Real Estate License
- TIPS

EDUCATION

2006-2008

2002-2006

EXPERIENCE

2021 -2022 **Street Team 5 (5-Hour Energy)| Market Manager**

- Develop and maintain internal and external relationships with key accounts
- Design and implement in-store campaigns, resulting in 15% increase per quarter
- Increase disruption points and brand visibility in-store through use of POS and marketing collateral
- Manage logistics and operations for a team of ten brand ambassadors

2016 - 2019 **Super Coffee | Brand Activation Manager**

- Generated over \$750,000 in revenue annually via strategic planning and implementation of seasonal and annual sales, marketing and production plans in the South East Region
- Planned strategic brand-building events to expand product portfolio across Southeast region.
- Designed sales-driven programs and promotions to facilitate team objectives.
- Strategically devised customer approaches, meeting sales objectives and capitalizing on emerging opportunities.

2012-2015 **PH Talent | Sales & Brand Representative**

- Created and delivered sales presentations demonstrating value through cost reduction, ROI and customer satisfaction.
- Fostered a robust, sustainable network of buyers across the nation, leveraging strong listening, presentation, and closing skills to optimize sales results.
- Retained clients and obtained referrals by promptly resolving customer complaints, providing value and promoting quality.
- Exceeded sales goals and improved profitability by aligning sales strategies and business plans with market trends.

2008-2011 **Visual Merchandising Manager | GAP Inc.**

- Drove and tracked schedules for visual displays and spearheaded new system for systematically updating, refreshing or renewing designs and displays.
- Orchestrated compelling visual merchandising strategy throughout major department store chain with multiple retail outlets, boosting customer traffic and sales volume 55%.
- Configured and arranged up-to-date advertising and marketing displays, creatively placed merchandise on counters or tables to promote visibility and sales.
- Monitored and reordered inventory items to fulfill displays and executed design changes to align with available inventory.

Bachelor of Science

Merchandising & Consumer Textiles Florida State University, Tallahassee, FL August 2009

High School Diploma

G. Holmes Braddock, Miami, FL
June 2006