

MEET COLLIN BRUM

// Senior Marketing Manager with over 15 years of progressive experience in the fields of marketing, assets, and eCommerce
 // **Worked internationally for 7.5 years** (USA, Canada, United Kingdom, Russia, Brazil) across 5 different Coca-Cola business units
 // Excels in collaborating cross-functionally, delivering innovative projects to accomplish award winning business results
 // A passion for the building end to end commerce connections for Brands
 // Kind and inclusive – a respect and curiosity for embracing the diversity of others
 // X2 Recipient of the Coca-Cola’s Emerging Talent Award – awarded to the top 5% of employees

LEADERSHIP BEHAVIORS.

Curious. Futurist. Integrator. Ideator. Results Driver. Positive Influencer. Inclusive.

DIGITAL & MARCOM COMPETENCIES.

// DEPARTMENT FUNCTIONS

eCommerce, Direct to Consumer
 Regional & Franchise Marketing
 End to End, Brand Commerce
 Worldwide, National Sports and Experiential

// STRATEGIC SKILLS

Turns insights and data into business solutions
 Negotiates positively to drive decisions
 Leads cross-functional business & tech teams
 Brings a 10X mindset to solve problems

// EXECUTIONAL SKILLS

Localizes global strategies
 Manage P&L statements
 Agile and sprint management
 CX & UX design

AWARDS

2021 Coca-Cola Emerging Talent Award (Offline to Online Digital Organization)
 2019 Seattle Seahawks - Brand Partner of the Year
 2018 Coca-Cola Emerging Talent Award (Assets, Influencers and Partnerships)
 2017 Gold Ex Award - Best Olympic Activation
 2017 Campaign Event Awards – Shortlisted for Experiential; Parada Coca-Cola
 2013 Grand Ex Award
 2013 Grand Ex Winner - Best Global Campaign
 2013 Cannes Lion Short List – Outdoor Category
 2013 Gold Ex Winner - Best Olympic Activation
 2013 Gold Ex Winner - Best Use of Technology
 2013 Reggie Award- Experiential Marketing
 2011 Gold Ex Winner - Best Activation of a Sports Sponsorship
 2011 Gold Ex Winner - Best Brand Pavilion
 2010 Winner ADDY Awards - Non-Traditional Campaign (Northwest)
 2010 Winner Promo Awards- Best Mobile Marketing Campaign

THE COCA-COLA COMPANY WORK EXPERIENCE.

SENIOR MANAGER, ECOMMERCE, DIRECT TO CONSUMER

Offline to Online (O2O), Coca-Cola North America. Portland, OR.

March 2021 – current

Manage Coca-Cola’s Direct to Consumer (DTC), North American (@home) eCommerce business

Portfolio Storefront

// Responsible for standing-up Coca-Cola’s first multi-brand eCommerce storefront: [Coke Direct](#)
 // Oversee a team of agency partners across backend /frontend dev, marketing, and design, managing the team’s weekly sprint planning and agile processes to ensure on-time project deployments

- // Delivered month over month growth in average order value (AOV), net sales revenue (NSR) and conversion rate (CVR) through optimized acquisition tactics including sales & promotion, expanded product catalog and optimized CX experience design
- // Designed and implemented a rewards platform for Coke Direct
- // Led CX work that refreshed our D2C flagship portfolio site, increasing sales revenue by 95% vs the prior period
- // Accountable for the continued expansion of Coke Direct nationwide

End to End Brand Commerce

- // Launched Coca-Cola North America's first exclusive DTC product for the Global Coke Creations platform; Coca-Cola Byte – sold-out within 75 days of launch, driving **29% gross profit (GP)** and a delivering a **2% conversion rate (CVR)**
- // Engaged the Gen Z gaming audience scoring **98.5% net favorable** with the Coca-Cola Byte campaign and securing nearly 8.5K new account creations for the Brand.
- // Successfully launched 1st full NAOU fully functioning D2C pilot for the Topo Chico brand – sold-out of inventory within 5 months
- // Co-led the build and implementation of a route-to-market solution, enabling nationwide 2-day or less delivery - the first of its kind for Coca-Cola NAOU
- // Delivered Coca-Cola's 1st 30 min or less direct delivery solution for consumers in partnership with goPuff
- // Implemented Coca-Cola's first headless commerce site globally for the Topo Chico brand – working cross-functionally with the Marcom technologies department to merge commerce with the Adobe Experience Manager platform

SENIOR MARKETING ASSET MANAGER

Sports, Assets & Regional Marketing, Coca-Cola North America. Portland, OR.

April 2017 – March 2021

Owned the relationships of Coca-Cola's top 12 premier assets on the West Coast, including annual business planning

- // Built strong and lasting partnerships with the Swire Coca-Cola Bottler to ensure best-in-class execution
- // Co-led the development of asset shopper marketing retail programs that drove YOY key account growth +10%
- // Piloted the Coca-Cola BevPass – 'smart equipment' for a fan's mobile wallet with a +30% initial sales lift in FS&OP
- // Delivered an eCommerce innovation through an augmented reality prototype tying asset to an Amazon eCommerce fulfillment
- // Co-created the 'Digital/Mobile Sports Team' improving digital acumen for the System
- // Delivered an integrated social media content campaign that drove incremental display placement in +400 key retail outlets
- // Completed a stretch assignment to develop more digital acumen in the omnichannel retail space – delivered NAOU 1st System wide toolkit – saving the company 10K by not using an outside agency

OLYMPIC GAMES INTEGRATION MANAGER

Rio 2016 Olympic Games Team, Coca-Cola Brazil. Rio De Janeiro, BR.*

Aug. 2014 to Oct. 2016

Co-led the strategy, vision, and execution of marketing & business plans for the Rio 2016 Olympic Games

- // Received the Brand's highest ever Engagement Score of 88 for Rio Teenagers for our Olympic Games plan
- // Co-planned a digital real-time content strategy to reach teens across Brazil
- // Built a 100-person real-time social media production lab to monitor, produce and amplify content during the Games
- // Localized the partnership integration between Brands, IMC, Global & Olympic Teams
- // Developed and implemented KPI's for Olympic Games Time campaign
- // Reached 89% of Brazilian teenagers nationally with Olympic campaign content
- // Accountable for a 6 million USD budget

OLYMPIC GAMES TIME MANAGER

Sochi 2014 Olympic Games Team, Coca-Cola Russia. Moscow, RU.*

Oct. 2012 to April 2014

Responsible for the strategy and delivery of the Olympic Games Time experiential marketing activation

- // Led the design of Coca-Cola's Olympic Park pavilion in Sochi, featuring a legacy design equipped for reuse after the Games
- // Complimented the pavilion work with a digital content platform promoting healthy lifestyles for Russian youth
- // Oversaw a group of cross-functional, multinational agency partners that delivered the work in Russia
- // Co-managed a 7 million USD budget

*contracted through Havas Sports & Entertainment

OLYMPIC GAMES CREATIVE MANAGER

London 2012 Olympic Games Team, Coca-Cola UK. London GB. *

Oct. 2010 to Oct. 2012

Managed and lead the design and delivery of the multi-award-winning Olympic Park Pavilion "Beat Box"

- // Designed the #1 consumer brand attraction on the Olympic Park for the 2012 Games
- // Integrated the global marketing communications strategy to the event activation strategy
- // Recognized by Ad Age as the 8th Best Design Work of 2012
- // Partnered with digital music source, SoundCloud, to provide unique content for spectators
- // Generated a media value of 3.5 million USD
- // Achieved highest ever results for sustainability in temporary design

OLYMPIC GAMES PRODUCTION MANAGER

Vancouver 2010 Olympic Winter Games, Coca-Cola Canada. Vancouver BC. *

May 2009 to April 2010

Managed the operations of the event from concept design to execution

- // Responsible for the #1 brand fan attraction during the Vancouver games, attracting 120,000 visitors
- // Designed the pavilion and experiential consumer journey for the Olympic attraction during the Games

ADDITIONAL WORK EXPERIENCE.

DIRECTOR OF BRAND STRATEGY

Neverstop, Seattle, WA, USA.

June 2007 to April 2009

Led marketing strategy and successfully pitched and landed new business for the company

- // Planned the launch event for Nike China's 2008 Olympic clothing line in Beijing
- // Developed a backstage influencer space to attract music artists to join the Converse team
- // Partnered with Ace Hotel and Levis to host influencers at the SWSX Fader Fort

PRODUCTION MANAGER

Havas Sports & Entertainment, Atlanta, GA, USA.

May 2006 to May 2007

Produced large format and high-profile experiential events for client, Delta Airlines

- // Executed Delta Air Lines sponsorships activations including Sundance Film Festival, New York Fashion Week, Oscar After-Party and Latin Grammys

EDUCATION & SKILLS.

MBA CANDIDATE, EXPECTED GRADUATION DEC 2024

Gonzaga University

BACHELOR OF SCIENCE AND BUSINESS ADMINISTRATION, MARKETING & ENTREPRENEURSHIP

Xavier University

DIGITAL PROFICIENCIES.

ADOBE COMMERCE. MONDAY (Agile Project Management). AZURE DEV OPS. ADVANCED POWERPOINT. PHOTOSHOP. KEYNOTE. INDESIGN. EXCEL.

PORTFOLIO OF SELECT WORKS.

www.collinbrum.com

*contracted through Havas Sports & Entertainment

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