


BRIAN HAYS

MARKETING DIRECTOR

 brian@brianhays.me

 615.631.0801

 1107 Westlawn Blvd
Murfreesboro, TN 37128

 <https://www.linkedin.com/in/brianhays-me/>

EDUCATION

BACHELORS / GRAPHIC DESIGN

Louisiana Tech University, Ruston LA

May 1994

SKILLS

Problem Solving
Adaptability
Collaboration
Strong Work Ethic
Time Management
Critical Thinking
Handling Pressure
Leadership
CRM's

SOFTWARE

Adobe Creative Suite – Photoshop,
Illustrator, Dreamweaver, Audition,
Premier and Acrobat
HTML
CSS
Microsoft Word, Excel, Outlook and
PowerPoint
Captivate
Camtasia

With over eighteen years of experience in marketing, design and communication, I am uniquely positioned with hands on experience in leadership accompanied with an extensive background in design and system development that affords me a vast knowledge base of the marketing life cycle. My skill sets are more than the tools I use, it's the desire to execute an experience through my work that produces measurable results for the companies I serve.

EXPERIENCE

MARKETING DIRECTOR


Parks Realty, Brentwood, TN


July 2019 - Present

- Responsible for Parks Realty marketing and communications strategies, as well as overall brand and image development
- Manage and provide direction, guidance, and leadership to marketing department of 7 (3 graphic designers, 2 marketing coordinators, and 1 photographer/videographer)
- Prepare annual marketing plans and create a calendar of campaigns and events
- Set the marketing budget and analyze the market and competitors
- Promote and protect the Parks Realty brand
- Responsible for the public marketing initiatives for Parks on a corporate level
- Lead marketing initiatives for 800+ Parks real-estate agents; assisting agents with creating individual brands, marketing techniques and visibility that is consistent with the Parks brand
- Assist agents with property-related campaigns as well as personal campaigns to expand their footprint in the real estate market
- Lead the direction, planning, and content development for blogs and social media including Facebook, Instagram and Twitter
- Develop systems and processes to improve efficiencies and automation for simplified and improved workflow
- Assist development and execution of company CRM to improve usability and adoption by agents
- Create audio, video, and digital training for CRM in order to educate agents
- Assist new agents with on-boarding process and training with monthly marketing seminars related to company tools and systems
- Active in "Trend Setters" marketing collaborations with 15+ like-minded agencies across the country
- Direct vision casting and creative development for company Instagram channel
- Manage and develop content for weekly marketing initiatives to over 30,000 recipients of monthly email newsletters and digital communication
- Prepare company annual report design and content, event theme, slogan designs and materials for 800+ attending agents, speakers and staff

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MARKETING AND DESIGN CONSULTANT

Brianhays.me, Murfreesboro, TN

March 2006 – Present

- Work with business of various sizes to build marketing around their brand and promote them in their given industry
- Work hands on with websites, social, print and video development
- Develop marketing plans for campaigns
- Clients include Beau & Burch, Shek, Barre 11 & On Target

STUDIO DESIGN MANAGER

Old Time Pottery, Murfreesboro, TN

November 2018 – June 2019

- Managed studio staff of 3 in day to day activities and art direction for content layout, set designs and photo shoots
- Developed and designed website landing page
- Managed new and seasonal products inventoried on company website
- Led SEO management for company website, Instagram and Facebook
- Strategized and implemented email marketing campaigns with A/B testing for weekly emails to over 100k recipients

SR. INSTRUCTIONAL DESIGN CONSULTANT

Hospital Corporation of America, Nashville, TN

March 2006 – April 2018

- Led in automation and innovative streamlining processes
- Script writing, designed and developed storyboards, produced audio/video and final development for web-based training used by over 100K users
- Developed branding for HCA campaign initiatives to market and promote training adoption
- Maintained client relationships with ongoing web-based training development performance evaluation and updates

COMPUTER SPECIALIST, PROGRAM TRAINING MANAGER

Ozarks Technical Community College, Springfield, MO

Oct. 2003 – Feb. 2006

- Created schedule for more than 100 classes
- Managed, interviewed and hired 15 to 20 contract instructors
- Wrote custom course curriculum and taught a variety of software programs
- Planned and led ongoing seminars for area businesses to promote new and current classes for certification and industry standards requirements