

# Vanessa Brutschy

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## EDUCATION

University of California, Berkeley: 2010

B.A. Ancient Greek

B.A. English

Cal Marching Band: Tenor saxophone and Teaching Assistant

## EXPERIENCE

### Self Employed

9/13- Current

#### Consulting

- Public Speaker: Overcoming Challenges faced by Women Founders and Entrepreneurs- URL: <http://bit.ly/1p1Ff5b>
- Professional services to target and solve business needs
- Project scopes are custom, ranging from small (few hours) to large (daily/monthly/ongoing)
- Services fall under four main categories: Digital, Business Operations, Innovation, Training
- Examples of work include: Website/Facebook/etc. updates, Comprehensive marketing/ systems/ operations auditing and strategy, Community Involvement Programs
- Case Study: Budget- \$150; Business Challenge: Animal Welfare Awareness & Advocacy; Solution: Family Festival; Process: Built relationships with local businesses and non profits, created marketing collateral, and maintained Partner websites/ newsletters for branding/ distribution; Results: Include 2 adoptions, over \$400 in donations, and 5 new volunteers

### InternMatch

#### Head of Sales

12/12-9/13

#### Helping students get access to and land better jobs

- I was employee #6 in a \$6mm company that is still very young
- As Head of Sales in this new company, I conducted market positioning, customer surveying, and product analysis
- Devised audience targeting and sales strategy
- Identified and developed partnership opportunities including ERE, Global Tech Women, Gazoozle
- Hired and trained two direct reports, created Sales Training Program and Manuals
- Attended industry events and coordinated company presence to generate awareness and revenue

### Google (formally Wildfire)

7/10 – 12/12

#### Senior Sales Executive

#### Helping businesses understand social media marketing

- Personally responsible for over \$2 million dollars in revenue
- Managed and trained a team of 8 direct reports while exceeding a full quota
- Hosted weekly courses for employee continued education, topics include: Presentation Techniques & Strategy, Industry terminology, Products, Client Consulting, Negotiations
- Created new marketing collateral and sales training programs
- Implemented new programs including promotion guidelines & mentorship opportunities, distribution and partnership strategy, employee happiness and engagement events
- Strategized presence at trade shows including *SXSW* & *AllFacebook Expo*
- Clients include ASPCA, Children's Memorial Hospital, UC Berkeley, Stanford, Liberty University

### San Quentin Prison

#### Teacher- Inmate Rehabilitation

9/09-5/10

- Featured in Mercury News: [http://www.mercurynews.com/california/ci\\_13931870](http://www.mercurynews.com/california/ci_13931870)
- Strategized lesson plans for subjects including English as a second language (ESL) and math
- Created educational and rehabilitative collateral to decrease California recidivism rate

## Euripedes (Theater Performance)

Executive Producer

4/07-5/09

- Initiated first ever student production of ancient drama spoken in Attic Greek language (428BC)
- Secured over \$4,000 in funding from three different donors
- Developed lesson plans and course material; instructed year-long for-credit courses to students
- Created all marketing content and strategy to recruit both attendees and production members
- Organized and coordinated with partners to deliver costume design, music, and venue resources
- Sold out in 2 nights with folks disappointed that they couldn't get in to see it
- URLs: <http://www.decal.org/772> and <http://www.decal.org/893>

## **VOLUNTEER WORK**

Peninsula Humane Society

Humanimal Connection

Whis-purr Rescue

Nine Lives Foundation

Shelter Exchange

Nike Animal Rescue Foundation

## **SKILLS/ CREDENTIALS**

MMJMenu

Weedmaps

Leafly

Yelp

Budtrader.com

Marijuana.com

THC Finder

Microsoft Office

Google Apps

Mailchimp (&newsletter programs)

WordPress,

Social (ex: Facebook, Twitter,

Instagram, THC Farmer),

Photoshop

Google Apps

National Forensic League, Finalist and Winner (South Bay District., Nationals)

Internal Auditor - ISO 9001: 2008 (Certified by SAI Global)

Agile Development (Certified by FyreAnt)