

# Keyshawn Brison

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Results-driven marketing professional with a Bachelor's Degree in Marketing and hands-on experience in digital marketing analysis. Skilled in leveraging tools like Google Analytics and HubSpot to improve website performance and drive engagement. Passionate about contributing innovative marketing strategies within the financial services industry.

**EDUCATION:** Jackson State University College of Business (*AACSB Accredited*)  
Bachelor of Business Administration Expected Completion Month and Year Major:  
Marketing- August 2024

## WORK EXPERIENCE:

9/16/2023 to 10/27/24 **Texas Global Consulting San Antonio, TX** *Account Manager*

- Serve as the primary point of contact for assigned clients.
- Build and maintain strong, long-term relationships with clients.
- Address client concerns, questions, and requests in a timely manner.
- Develop a deep understanding of clients' business needs, goals, and challenges.
- Create strategic plans to help clients achieve their objectives through the company's products or services.
- Coordinate internal resources and teams to deliver on client projects.
- Monitor project timelines, budgets, and deliverables to ensure client satisfaction.

## SKILLS:

- Content Development
- Social Media Engagement
- Market Research

## CERTIFICATIONS:

Inbound Marketing Certified- Date: March 9, 2024

Inbound Marketing Optimization Certified-Date: March 19, 2024

Sales Enablement Certified- Date: March 20, 2024

- Proficient in Google Analytics, Google Tag Manager, and Google Looker Studio.
  - Experienced in analyzing website and blog performance metrics to optimize engagement.
  - Strong communication skills with experience creating and delivering presentations to stakeholders.
  - Adept at collaborating within team environments and working independently on projects.
  - Familiar with B2B and B2C marketing strategies.
  - Experience with HubSpot and Salesforce [if applicable].
  - Knowledge of the financial services industry [if applicable].
  - Strong attention to detail and problem-solving skills.