

PROFESSIONAL EXPERIENCE:

Agency Owner

Project Big Brand - New York, NY

October 2015 - Current

- Provide clients with a marketing focused project management plan to strategize, streamline and better manage marketing or agency processes. Audit, recommend and implement best tools for client marketing success.
- Supply alternative marketing production solutions for small, medium sized or franchise businesses. Restructure unsustainable in-house marketing programs or implement hybrid solutions.

CEO

Keller Williams Realty NYC Group - New York, NY

December 2018 - September 2021

- Oversaw the business, brand and cultural restructure of Keller Williams NYC Group and its affiliate branch. Through this restructure, a Commercial and Luxury Division was established while it's core business grew.
- Navigated the company through the Pandemic without loss to staff or agent count (130). Under my leadership, the company experienced minimal revenue loss compared to its competitors in the region by quickly pivoting to a digital strategy, clearly articulating permissible state laws and reducing overall company expenses, securing its place as top regional firm via sales volume. The company closed over 375M during my tenure..
- Increased four key metrics to historic company highs including listings taken, agent count, average sales price, paid on volume with an additional six metrics ranking in the company's historic top three via performance.
- Coached and taught business best practices to top company producers while structuring brand aligned learning programs for the remaining levels of company production.

Marketing and Communications Director

Merchants Hospitality Inc. - New York, NY

March 2015 to October 2017

- Oversaw multiple technical and creative projects for 12 venues, including graphic design, development and marketing campaigns. Oversaw the use of the MHI website and content strategy to promote all MHI companies.
- Led, managed and assisted with other special projects as directed. Prioritized conflicting needs; tracked and managed all implementation milestones, deliverables, and timelines, and communicated the updates to key staff.
- Oversaw the launch of Philippe Chow & Club Philippe East Hampton, Industry Kitchen, the restructure of Watermark Bar and closing of Neely's BBQ to open Treadwell Park.

Marketing and Communications Director

Dailysteals.com/Chaos Commerce - New York, NY

March 2013 to August 2014

- Managed the strategic marketing and communications development across all brand interactions, market places and selling channels. These channels included email, affiliate programs, social and the Ebay, Amazon markets.
- Oversaw all customer engagement departments as a function of marketing.
- Developed positive product messaging via public relations campaigns, social and community based platforms.

Brand Development Director

347 Design & Events - New York, NY

January 2011 to February 2013

- Oversaw creative teams of graphic designers and developers through kick-off, rollout, and final product delivery.
- Developed the brand of the creative agency through digital and print media via ad buys and content development.
- Defined creative agency project management tools and procedures by implementing Basecamp and Asana.
- Recruited domestic and off-shore creative and digital teams for job placement throughout agency

Deeon Brown

Professional Experience Continued

Brand Manager

Adidas Group - New York, NY

March 2008 to March 2011

- Led experiential campaigns with the aim to increase sell-through by providing opportunities to promote, provide education and drive orders for the Originals, Grun and Y-3 lines throughout the New York/Tri-State area.
- Increased consumer knowledge of adidas performance technology via store visits, demoing and sampling recently release products. Built store and community relationships to develop an influencer program focused on product.
- Ensured in-store brand integrity. Organized in-store performance displays at various New York retail outlets with the goal of bringing the adidas brand to life at the retail level through product placement and storytelling.

CONSULTING EXPERIENCE & EDUCATION:

Product Consultant

Samsung Electronics (S Voice & Samsung Link) - New York, NY

December 2014 to March 2015

- Led product panels for marketer & agency adoption of new content ad stream service. Led discussions on seasonality and event based application of product. Evaluated the utility of the product and its integration.

Interim Director of Project Development

Ecom Unlimited --New York, NY

August 2014 to September 2014

- Led projects from requirements definition through deployment for leader in IT services. Managed client IT and third party vendors by communicating expectations and providing feedback. Vetted full-time replacement.

Digital Project Manager

SCI World; Contract Position – New York, NY

March 2011 to August 2011

- Directed and managed various small digital project developments plans from inception to completion. Lead a team of social media developers, digital designers and information architects for project.

Market Research Manager

International Point of Contact - New York, NY

September 2007 to March 2008

- Staffed, trained and managed the execution of all international and foreign-language panels, polls and projects.

Experiential Marketing Manager

Contract - Varying Cities (via Agency Outreach)

July 2005 to March 2008

- Launched mobile marketing programs w/ social and retail marketing components for lead generation. Clients included Wendy's, Garnier, AMEX, Quiznos, Fox Television, US Army, Monster Energy Drinks, Home Depot.

Hospitality Manager and Nightlife Promoter

Self-Employed - Atlanta, GA

July 2001 to May 2005

- Promoted events through varying media. Developed a database of contacts and concierges. Managed event F&B, HR, marketing, clientele and logistics. Venues included Velvet Room, Club 836, Living Room, Icon Bar, Compound, MJQ Concourse, Tongue & Groove. Brands included Absolut, Jack Daniels and Remy Martin.

Deeon Brown

Professional Experience Continued

Emory University

- **International Studies & Marketing**

Scrum Project Management Alliance

- **Agile Project Development**

Project Management Institute

- **Project Management Certification**

New York University

- **Digital Marketing Certification**

Santa Clara University

- **Business Development**

Santa Clara University

- **Business, Systems and Franchising Certification**

International Organization for Standardization

- **Expert Business Coach Certification**

International Organization for Standardization

- **Time Management Certification**

Goldman Sachs

- **Business Financials Expert**