**Brody McWilliams**
1 South Jackson Court, Greenwood, IN 46142 | (317) 750-1580 | Brody@fishindy.com

**Summary**

Recent college graduate with a BS in Management and six months of internship experience in outdoors marketing. 5 years of experience with sales, marketing, and education in the outdoors industry specializing in freshwater bass fishing and boating technology. A dedicated worker aiming to help achieve company goals through innovation and creativity.

**Highlights**

* Integrated Marketing
* Technological Integration
* Program Management
* Client Relationships
* Brand Development
* Event Management
* Multimedia Production
* Targeted Advertising
* Social Media Management
* Fishing Electronics Expert

**Experience**

 **Assistant Manager 01/2017 to 07/2017**
 Mark Peiser Manufacturing – Brownsburg, IN

* Produce and distribute marketing materials, product documents, informational videos, and other supportive multimedia.
* Monitor manufacturing process to ensure optimal efficiency and cost effectiveness.
* Consult with prospective customers to improve accuracy and satisfaction.
* Follow up with customers to promote customer satisfaction and boost brand integrity.

**Manager 08/2014 to current**
Fish Indy – Indianapolis, IN

* Develop and maintain website and social media accounts for marketing purposes.
* Educate clients on fishing electronics and techniques through interactive hands-on lessons on various bodies of water
* Consult and manage social media strategies for various individuals and organizations, and produce multimedia for distribution
* Provide informational seminars covering electronics, high school fishing, college fishing, and more to the public at trade shows and other gatherings.

**Fishing Associate 04/2013 to 11/2014**

Honey Creek Tackle – Bargersville, IN

* Maintain e-commerce site and in store inventory systems
* Provide a range of technical support for store as well as customers
* Market products and services to customers in person and online
* Contact industry reps and establish positive relationships

**Marketing Manager 02/2012 to 01/2014**

Solar Bat Sunglasses – Brazil, IN

* Develop and manage promotional programs to boost sales and brand recognition
* Manage website, operate the online store, track promotions, and provide customer support
* Establish new promotional channels with collegiate fishing teams, high school teams, and youth programs to promote an active lifestyle to younger generations
* Attend trade shows and other events and represent the brand in a positive manner

**Education**

 **Indiana University – Bloomington, IN 2013-2017**

BS in Management, School of Public and Environmental Affairs

 Minor in Marketing, Kelley School of Business

 Bass Fishing Club President, Ducks Unlimited Club Co-Founder