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**Brandon E. McPeak** “The prototype for a new breed of 'Marketing Dev Ops' professionals that can connect the dots across digital mediums and between key stakeholders across the business” - a [written recommendation](#) from the former VP of Marketing at Serenova

## Skills

digital experience: design, UX, conversion optimization, front-end development, WordPress  
marketing: operations, automation, email, SEO, copywriting, Google Analytics / GTM

## Credentials & Toolset

certifications: Google Analytics, Google Tag Manager, Hubspot Inbound Marketing  
tools: many! (e.g Segment, Intercom, Figma, ActiveCampaign, Ontraport, Pardot, WordPress, InVision, Cloudflare, G Optimize, UserTesting, VWO, Hotjar, Typeform, ClickUp, Visio, Notion)

## Education

B.A. Integrated Marketing Communication, Wichita State University 2010

## Experience

**xAscent** May 2008 – Present

*Co-Founder of Website, Sales Funnel, and Email Marketing/Automation Agency*

- ✓ deliver ROI-focused web experiences (UX, copy, design, dev, analytics, maintenance)
- ✓ develop end-to-end list growth, conversion, email marketing, and automation strategies
- ✓ combined solo ideamanofaction.com agency with web designer Amy-Greene Dittz in 2020 to expand offerings (now in the process of selling it to her and moving on to new things!)

**Serenova** April 2016 – March 2019

*Web Experience Developer*

- ✓ defined UX strategy and led development of serenova.com and a product demo website
- ✓ served technical and marketing operations needs of demand-gen and marketing teams

**Volusion** July 2014 – March 2016

*Senior SEO Specialist*

- ✓ developed and executed SEO, content marketing, and social media campaigns for clients
- ✓ created new services to boost client LTV including link building, CRO, and branding

**Volusion** December 2013 – July 2014

*Technical Support Concierge*

- ✓ provided tech support via call, chat, and email on coding, SSLs, and platform feature usage
- ✓ created “canned responses” for the support staff to help explain issues and processes

**Corvalent** May 2012 – March 2013

*Marketing & Web Coordinator*

- ✓ developed and implemented SEO, email marketing, trade show, and social media strategies
- ✓ prototyped and developed company website and coordinated development work with agency

## Volunteering and Involvement

Habitat for Humanity / Elliott School of Communication (event coordinator) / El Buen Samaritano (ESL teacher) / Boy's State of Kansas (newspaper counselor) / Books For Life (social strategist)