

PROFILE

I am a creative problem solver whose mission is to help businesses convey their vision to the public with effective brand management and relationship building. Years of senior services experience, a decade of developing health education, and dozens of entrepreneurial consultations, have given me a unique set of skills that I use to create dynamic content and manage events that connect people and give clients access to an engaged customer base.



**GEOFFREY
BROWN**
MARKETING PROFESSIONAL

WORK EXPERIENCE

One Man Agency | Minneapolis, MN Sep 2021 - Present
FREELANCE WEB & MARKETING CONSULTANT

As a digital marketing consultant I have been able to develop and execute effective digital marketing strategies to assist clients in achieving their business goals. I have connected with several entrepreneurs to create functional and engaging websites to ensure that each client's online presence is attractive, informative, and user-friendly. I use my skills to analyze large amounts of data and handle multiple projects without compromising on quality. I am well-versed in industry-standard web design and content creation tools.

The Waters Senior Living | Edina, MN Jul 2020 - Sep 2021
SENIOR LIVING CONSULTANT

Communication is my main focus in generating sales for this resort-like, luxury Assisted Living Community. Using my interpersonal expertise, I educate seniors and their families about services and amenities while gathering important data to effectively convey the needs of clients to staff. A robust set of project management and technical skills make me an effective leader in the coordination of marketing projects, client relations, and onboarding of new residents.

Brighton Hospice | Minneapolis, MN AUG 2017 - Jul 2020
MARKETING AND ACCOUNT SPECIALIST

I use my relationship building skills to promote hospice to referral sources while assisting case managers and administration in educating patients, facilities, and the public about home health and hospice benefits. I also support the Marketing team with production of print and online marketing materials.

CONTACT



612.208.7506



ME@GEOFFREYBROWN.NET



2111 2ND AVE N
MINNEAPOLIS, MN 55405

TECHNICAL SKILLS

MS OFFICE

ADOBE CS

WEB DEVELOPMENT

VIDEO EDITING

SOCIAL MEDIA

PRO SKILLS

- HTML, CSS, PHP, Wordpress development
- Relationship Building
- Event Management
- Public Speaking
- Media Management
- Curriculum Development
- Brand Management

WORK EXPERIENCE (CONTINUED)

Coventry Assisted Living | Mahtomedi, MN Dec2016 - Aug2017

SALES & OUTREACH DIRECTOR

I directed the sales and housing coordination for a 36-apartment Assisted Living facility in Mahtomedi, Minnesota. I managed marketing and outreach to garner interest in the NE Metro area of the Twin Cities while maintaining 90% occupancy during my 8 months with the company.

Jones-Harrison Residence | Minneapolis, MN Nov 2012 - Dec 2016

CUSTOMER RELATIONS COORDINATOR

My first job in Senior Services had me overseeing housing and customer relations for a 54-apartment Assisted Living, 163-bed Skilled Nursing Facility, and 18-bed Transitional Care Unit. I conducted tours, networked with industry colleagues, and problem-solved for all residents to project a warm, professional image for this 140-year-old non-profit company.

Kaiser Permanente Ed. Theatre | Atlanta, GA Aug 2003 - Jul 2010

EDUCATOR/PRODUCTION MANAGER

I wrote, produced, performed in, and managed troupes delivering educational programs for multi-aged audiences including children, adolescents, and adults. I coordinated travel, scheduling, collateral and set/prop management in addition to developing curriculum to engage students to teach healthy living messages to their peers in a public high school.

Herschend Family Entertainment | Stone Mt, GA Apr2003 - Aug2010

PRODUCTION COORDINATOR/ACTOR/MUSICIAN

I created shows and characters for the a \$30M themed outdoor attraction. In addition to overseeing design and creation of sets, props and technical aspects of 7 interactive shows, I developed interactive training for street performance and performed in all shows. I also created marketing materials including handbills and signage to promote shows.

Aurora Theatre | Lawrenceville, GA Aug2004 - Jul2007

TECHNICAL DIRECTOR

I oversaw all technical operations of an award-winning regional theatre, and managed crews of up to 15 employees and volunteers. I also coordinated the move of the entire theatre into 3 new spaces within 1 year. I also developed new administrative and technical procedures to support the administrative staff.

Village Playhouses | Roswell, GA Aug1994 - Dec2000

PRODUCTION ASSISTANT/ STORYBOOK DIRECTOR

I began working as a performer at this local Community Theatre and quickly transitioned into one of the only full-time workers. In addition to assisting with producing mainstage shows, I was an apprentice carpenter, box-office assistant, concessions operator, janitor, all-around gopher. As my duties expanded, I took on writing and directing for the Childrens' theatre program.

LANGUAGES

- Native English speaker
 - Conversational German & Spanish
-

REFERENCES

AMY WILLIAMSON
Senior Account Executive
Brighton Hospice
612.801.3624
AWilliamson@BrightonHospice.com

BETT POTAZEK,
Program Director
Kaiser Permanente Ed. Theatre
770.220.3749
Bett.Potazek@kp.org

ANN-CAROL PENCE
Artistic Director
Aurora Theatre
678.226.6222
ac@auroratheatre.com

HOBBIES



COOKING



MAKING MUSIC



CINEMA



GAMING