

Benjamin Brandao

4420 Carter Road, #13
St. Augustine, FL 32086
benbrandao@live.com
(904) 314-7876

- TECH-SAVVY COMMUNICATOR AND COMMUNITY ORGANIZER
- RESOURCEFUL ENVIRONMENTAL ENTREPRENEUR
- SELF-MOTIVATED ETHICAL ECOTOURISM LEADER
- COLLABORATIVE AND RESULTS-ORIENTED

Core Competency

Dedicated executive officer with 11 years of demonstrated entrepreneurial success, team oriented leadership, directing exceptional results, and building lasting community footprints by growing a base of supporters and business partners

Self-made business professional skilled in leading and developing high performing campaigns, implementing innovative strategies, creating fundraising opportunities, and building professional relationships

Effective communicator with focus on enhancing brand profile and implementing cost effective campaigns leveraging information technology, media exposure, and public speaking

Memberships

- American Canoe Association
- Safety Educators' Instructors Council
- Audubon Society
- The Nature Conservancy
- Matanzas Riverkeeper
- St. Johns Riverkeeper
- Friends of the GTM
- St. Johns County VCB
- Visit Florida Partner
- Visit St. Augustine Sponsor
- Fareharbor Experience Provider
- Viator Supplier
- Florida Paddling Trail Association
- Florida Adventure Travel Network
- Adventure Travel Trade Association

Software / Web Apps

Google Suite, MS Office, PhotoShop,
PremierPro, WordPress, FareHarbor

Work History

SEPTEMBER 2017 - PRESENT

Geotrippin' Adventure Company, LLC, St. Augustine, FL

Owner and Executive Guide

- Develop a collaborative ecotourism model that generates 90% profitability while more than doubling sales for partners
- Expand customer base, execute marketing plans, and train workforce to grow annual sales volume by 250% in 4 years

JANUARY 2012 - 2018

United Salons of America, LLC, Jacksonville, FL

Co-owner and Guest Experience Director

- Implement education and sales programs to surpass industry benchmarks for profitability by 333%
- Introduce philanthropic community building programs to generate 25% increase in new 'repeat customer' acquisition

MARCH 2005 - MAY 2010

Web.com, Jacksonville, FL

Project Coordinator and Affiliate Manager

- Plan and delegate high volume production and maintenance of clients' online website design and organic results strategies
- Recruit and manage affiliate marketers, design display advertising, landing pages, email templates, and track results.

MARCH 2000 - MARCH 2005

Clear Channel Communications, Jacksonville, FL

Station Events and News Production

- Carryout detailed promotional plans, engage participants, and ensure good client relations at station sponsored events
- Perform key functions essential to timely and factual news production for two Emmy Award winning television stations

Education

- University of North Florida - Lifetime Learner
- Himalayan Institute - Raja Yoga Practitioner
- Daytona State College - Associate of Arts Degree, Liberal Arts

Certifications

- ACA L2 Coastal Kayak Instructor, L3 Trip Leader
- CPR/First Aid