

Contact

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Top Skills

Strategic Partnerships
Community Outreach
Email Campaigning

Brett Burton

Co-Founder at Red Hen | Marketing Operator & Strategist
Boston, Massachusetts, United States

Experience

Red Hen App LLC

Co-Founder & President

October 2024 - Present (1 year 11 months)

- Co-founded Red Hen App LLC, currently leading strategic direction and supporting daily operations of the company.
- Onboarded and collaborated with a skilled dev team to design a groundbreaking marketplace application for iOS and Android.
- Focus on content, marketing systems, crowdfunding campaigns and product development
- Established and communicated the brand's vision and mission to align team efforts and drive growth.

Arts Attack Publications

Marketing Manager

March 2023 - Present (3 years 6 months)

Freelance

Growth Marketer

March 2018 - Present (8 years 6 months)

- Develop and execute marketing strategies to improve funnel acquisition
- Manage multi-channel digital campaigns to enhance client engagement and brand visibility.
- Create and plan social content to support clients objectives
- Paid acquisition, SEO, automation, customer retention, content, and marketing ops

Regenerative Farmers of America

Director of Network Ecology

July 2024 - February 2025 (8 months)

Life Is My Movie Entertainment

Marketing and Social Media Campaign Director

February 2019 - March 2020 (1 year 2 months)

Crypto Insider

Contributor

September 2018 - January 2020 (1 year 5 months)

Crypto Taco

Growth & Marketing

July 2018 - January 2020 (1 year 7 months)

Spotlight:Girls

Sales & Marketing Consultant

March 2018 - September 2018 (7 months)

Premiere Creative Technologies

Director of Business Development

June 2015 - August 2016 (1 year 3 months)

12 Channel St. Boston, MA

Developed and managed new client relationships

Implemented innovative AV technologies for meetings and events

Developed business strategies to drive long-term growth

Next Step Living

Team Lead - MA Metro Region

June 2014 - August 2016 (2 years 3 months)

21 Drydock Ave Boston, MA

Managed a team of outreach event representatives

Conducted monthly trainings to align team with company goals

Analyzed productivity reports and created SMART goals for continuous improvement

Administered performance evaluations and provided feedback

GladlyDo

Community Manager

April 2016 - July 2016 (4 months)

Greater Boston Area

Connected people and businesses with local college students for odd jobs, errands, and event staffing

AG Salesworks

Business Development Representative

May 2012 - February 2014 (1 year 10 months)

Norwood, MA

Managed marketing data to drive sales forecasts

Conducted cold calls and established relationships with potential clients

Nurtured accounts to support client sales efforts

Boston Cedar & Millwork, Inc

Inside Sample Product Coordinator/Inventory Specialist

May 2011 - May 2012 (1 year 1 month)

Coordinated with sales and marketing teams to acquire and retain customers

Processed orders and maintained inventory using DMSi's Agility software

Managed logistics using Appian Logistics software

Education

University of Massachusetts at Amherst - Isenberg School of
Management

Bachelor of Business Administration (B.B.A.), Operations

Management · (2007 - 2011)