

# BRIAN SHUN

Creativity Meets Critical Thinking | hello@brianshun.com | brianshun.com

## EXPERIENCE (SELECTED HIGHLIGHTS)

**THINKIFY ADVISORS** | Founder and CEO | Greater Nashville Area | 2005 – Present

- Chief Growth Officer Services: Serving startups and SMBs by optimizing people, process, and productivity, particularly in operations and finance, with highest and best use revolves around bridging between creative and non-creative stakeholders
- Discover untapped or underutilized leverage points in a business – such as systematics, operations, revenue management, finance, and administration – that increase your effectiveness and success
- Engagements across industries and verticals on domestic and international projects that included synthesizing overall vision, focusing strategy and metrics, creating enterprise-level pro forma and operational models, optimizing business processes, project management, business tool creation, and creative problem solving

**STUDIO NOW** | Director of Operations // Director of Production Finance | Nashville, TN | June 2013 – November 2015

- Innovation, implementation, and oversight of organization-wide workflows and operational processes, touching Sales, Operations, Production, and Finance
- Development of analytics methodology and implementation across the organization to standardize reports and company metrics, which also includes business model and tools creation
- Key member for successful onboarding of large strategic accounts that require a broader and more client specific financial analysis, workflow, and operational support structure
- Salesforce.com administrator (non-developer), overseeing total business process configuration and vendor management
- Business process strategy, development, execution and improvement
- Costing/budgeting methodology and process; budget creation and advisement for video productions
- Project and vendor management

**WHITEOAK GROUP** | Marketing Manager | Easton, MD (regional office in Greater Nashville Area) | October 2012 – June 2013

- All-inclusive marketing strategy for dynamic small business environment specializing in technology program management for commercial and government sectors
- Project management, copywriter, creative director, vendor management
- Successfully launched BlueRoot branding and all related assets, complete redesign and launch of company website, impact movie scripting, implemented social media accounts
- DoD Top Secret Clearance jobsite experience in QA/QC and backbone testing and toning

**GAYLORD ENTERTAINMENT** | Multiple Positions | Nashville, TN | October 2009 – October 2012; October 2004 – December 2006

- Director, Revenue Management Systems and Training (Corporate Offices)
  - Interdepartmental training and development initiatives on revenue management business systems and processes for key business users
  - Launched proprietary group business evaluation tool across the brand; project management and development prioritization, all user training, system administrator
  - Complete development of training, instruction and support materials
  - Process innovation, documentation and support for corporate and regional revenue management teams
- Revenue Management Analyst (Corporate Offices)
  - Report innovation, standardization and support for brand and property reporting tools
  - Drove hundreds of hours of efficiencies for property revenue management
  - Implemented training initiatives and conference for all property analysts
  - Special projects and brand reporting for Gaylord Hotels
- Ecommerce Marketing Manager, Finance and Strategic Planning (Gaylord Opryland)
  - Marketing for internal and external internet distribution channels, creative and operational
  - Revenue management, financial analysis and forecasting

## SPECIALTIES, SKILLS, & TALENTS

Pro Forma Models, Business Tool Creation, Strategy Development, Business Process Improvement, Financial Analysis, Business Intelligence, Organizational Alignment, Project Management, Training and Education, Team Leadership, Revenue Management, Problem Solving, Organization, Written Word Communication, Brand Management, CRM Implementation, Salesforce.com

## PROFESSIONAL CERTIFICATIONS

CRME (Certified Revenue Management Executive); DoD Top Secret Clearance (currently inactive)

## PERSONALITY

Myers Briggs Personality Type: ENTJ; Clifton StrengthsFinder Top 5 Strengths: Strategic, Learner, Achiever, Focus, and Individualization

## EDUCATION

**MIDDLE TENNESSEE STATE UNIVERSITY** | Graduated 2004, magna cum laude | B.S., digital media communication

**COLUMBIA STATE COMMUNITY COLLEGE** | Graduated 2003, magna cum laude | A.S., mass communication