

BRENNDON TSO, MBA

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MARKETING & GROWTH LEADER

Marketing leader who builds the systems rather than briefing them out. A decade owning marketing functions end to end — positioning, demand generation, paid media, web, and the automation that connects them — built on top of a decade running kitchens and operations. Currently growing a business on a third of the marketing budget it spent a year ago. I write the code behind my own tooling, and I tend to start solving problems before anyone assigns them to me.

CORE CAPABILITIES

Marketing Brand & positioning · Go-to-market & product launch · Demand generation · Paid media (Google Ads) · Technical SEO & schema · Content strategy · Lifecycle & CRM automation · Budget ownership & ROI

Operations & leadership Hiring, training & scheduling · Multi-state staffing · Lean / 5S · Process & SOP development · Vendor and agency management · P&L and cost modeling

Build stack Python · JavaScript · ExtendScript (JSX) · HTML/CSS · AppleScript · GoHighLevel · Zapier · Adobe Illustrator, Photoshop, Premiere · Roland VersaWorks · AI-assisted research, content, design & reporting pipelines

PROFESSIONAL EXPERIENCE

Marketing & Sales Manager

AutoSpa 360 · Vancouver, WA · Oct 2025 – Present

- **Reduced monthly marketing spend from \$4,000–5,000 to \$1,500 while growing the business** — brought Google Ads fully in-house across four campaigns, eliminating agency management fees and improving performance on roughly a third of the prior budget.
- Designed and ran the company's booth at the **2026 Oregon International Auto Show**; leads generated there produced **over \$10,000 in sales the following month**.
- Own brand, paid media, web and SEO, graphic design and large-format print production for a 20-year automotive detailing and protection studio — including the master brand design system unifying web, social and print.
- Wrote Adobe ExtendScript automation that generates size and format variants directly from the brand rules, removing repetitive production work and freelance design spend.
- Built the CRM and lifecycle automation layer in GoHighLevel and Zapier so inbound from web, calls and social lands in one pipeline with triggered follow-up.
- Led sales for the shop while running marketing; handle recruiting, interviewing and scheduling, and schedule all large vehicle projects through the floor.
- Manage film and supply inventory, daily shop organization, and customer service recovery — resolving dissatisfied customers, missed work and damage claims, and identifying necessary upsells.
- Deployed AI-assisted workflows across research, content, design, advertising and reporting, recovering an estimated 50–85 hours a month.

Director of Marketing & Business Strategy

Koala Holdings LLC · Camas, WA · Jun 2023 – Jul 2024

- Led go-to-market for the Joey Trimmer from positioning and branding through website and launch.
- Built an organic inbound engine producing hundreds of daily visitors on zero paid spend.
- Managed a six-figure annual budget in a category where regulation closes most paid inventory — forcing incrementality thinking rather than last-click attribution.
- When an overseas factory collapsed four weeks before launch, sourced replacement materials, hired and trained a team of seven, and ran assembly in-house. Delivered 1,000 units on time.
- Hired and directed a five-person sales team and closed seven B2B partnerships.

Strategic Marketing & Business Consultant

Btso Digital Marketing LLC · Vancouver, WA · 2017 – Present

- Senior marketing partner to 16+ organizations across technology, agriculture, cannabis and consumer goods, including Btso Bites and the U.S. Army National Guard.
- Eight business launches across three states; website rebuilds and digital transformation for nine clients.
- Negotiated \$100K+ in investment funding; prepared and submitted public-sector bid packages including Washington state social marketing solicitations.

Event Operations Manager

FanFare Events LLC · Vancouver, WA · 2022 – 2023

- Ran catering and event operations including scheduled service on military installations (PDX / Oregon Air National Guard Base), managing base access credentialing and monthly production logs.
- Recruited, onboarded and scheduled hourly staff across two states including a full New Jersey hiring round; owned staffing-agency contracts, budget proposals, vendor negotiation and on-site execution.

Process Trainer & Lean 5S Team Leader

W.L. Gore & Associates · Flagstaff, AZ · Mar 2014 – Jun 2017

- Built and led training programs for a 450+ person medical-device manufacturing workforce, reducing onboarding time and improving training effectiveness by 15%.
- Enrolled our facility in a company-wide materials-sharing system — shared infrastructure spanning Gore's global buildings that most sites were not using — then audited and managed the requesting and redistribution of clean room and office supplies across the network. **Our building alone saved over \$250,000 in a single year.**
- Audited manufacturing training documentation and floor practices ahead of regulatory inspections by the FDA and ANVISA.
- Developed and reviewed standard operating procedures in a regulated clean-room environment.

Chef de Cuisine & Kitchen Manager

Simply Delicious / Daily Fare · Satchmo's Cajun BBQ · Flagstaff, AZ · 2004 – 2013

- Started as a dishwasher in high school and was promoted to Chef de Cuisine, running kitchen crews at the home location and on catering events.
- Owned hiring, training, scheduling, menu and recipe development, menu costing, ordering and restaurant procedure development across two Flagstaff kitchens.
- Planned and executed an annual beer-paired dinner three years running in partnership with local breweries, restaurants and businesses — it became a recurring community event that outlasted my tenure.
- Began the marketing work unprompted — social media, product and advertising ideas, and support for a new cafe opening. "I did not request his help on this, but he took it upon himself to better my business." — Nancy McCulla, Owner & Executive Chef.

EDUCATION & RESEARCH

Master of Business Administration, Marketing — Washington State University, Carson College of Business · GPA 3.67

Bachelor of Science, Psychology (Cum Laude), minor in Applied Indigenous Studies — Northern Arizona University · GPA 3.69 · Dean's List; Junior of the Year, College of Social & Behavioral Sciences

Undergraduate research fellow, NSF Undergraduate Mentoring in Environmental Biology (UMEB) — co-authored an IRB research prospectus on EEG neuroimaging of environmental sustainability attitudes; administered EEG testing and computational analysis.

FAA Part 107 remote pilot background; drone-based NDVI crop-health analysis delivered as a costed remediation plan for an agricultural client.

REFERENCES

Available on request, including former employers and a faculty research mentor.