

ROB RUNNELS

MANAGER, BRAND



CONTACT

512.578.5733
robcrunnels.com
robcrunnels@gmail.com

Home Address:
1148 W 24th St.
Houston, TX 77008

EDUCATION

B.S. Marketing
Oklahoma State
University, 2010

EXPERTISE

Mentorship
Brand Strategy
Content Production
Event Management
Agency Management
Advertising Campaigns
Social Media Strategy

FUN FACTS

- Member of the 2017 World Champion Houston Astros Front Office
- Two-year-old son, Hayes, and rescue dog, Dolly
- Love playing golf & basketball in my free time
- Amateur photographer and graphic designer
- Pipe Dream: Own a flat in London or Rome one day

A LITTLE ABOUT ME

I am a passionate marketer, creator, learner and mentor looking for my next opportunity to lead a talented team in an industry and city that I love. I've spent almost ten years in professional sports and the past four within the Branded Marketing Team of a fortune 100 company. My most recent assignment with my current company was based in London, UK as a Brand Manager, which has been an experience of a lifetime for my family. Some of the things I most value in life and work are: honesty, inclusion, hard work, creativity and integrity. I am ready for an opportunity to roll up my sleeves and lead an incredible team in building & marketing one of the premier brands in the world. Two of the biggest skillsets I bring to the workplace are positivity and building team chemistry. I hope for the chance to show you how I can be an instrumental part of your team.

RECENT WORK EXPERIENCE

Brand Manager | Phillips 66

- Lead Marketing & Advertising Strategy of JET brand in UK
- Managed a team of B2B, B2C & Brand Analytics experts
- Executed & managed budget of \$3+ million
- Agency Management, including General Market, Digital, Promotional and Hispanic agencies

London, UK and Houston, TX
November '18 - Present

Senior Production Manager | Houston Astros

- Responsible for entire game experience at Minute Maid Park
- Lead a technical production crew of 75+ team members
- Produced all Astros home games & non-baseball events

Houston, TX | December '14 - November '18

Director, Ballpark Entertainment & Manager, Marketing and Promotions | Round Rock Express

- Lead all content creation for in-stadium, social media and web
- Managed all game-day promotional crew & marketing interns
- Key member of marketing dept, helping organize promotional nights, giveaways, grassroots efforts & community events

Round Rock, Texas | January '11 - December '14