

CORBIN BREAUT

A digital media agency leader with proven track record of building profitable teams, creating curated client strategies inclusive of paid and owned social, influencer, interactive, and grassroots tactics.

CONTACT

Austin, Texas
910-381-3843
breaultct@gmail.com
corbin-bro.com

EDUCATION

Appalachian State
University

Bachelor of Science
Advertising

SKILLS

Meta Ads Manager
Google Analytics
Sprout Social Media
Tagger Influencer
Website Design
Adobe Creative Suite
Profitability Analysis
Team Planning

GIANT NOISE

Senior Digital Account Director | Mar '19 - Present

Previously Account Executive, Supervisor, and Director

- Led a team of 15, including 4 direct reports, overseeing operations, client servicing, new business opportunities, and P&L for the overall digital department, all while fostering a people-first leadership approach.
- Owned paid and organic social media strategy for high-tier accounts spanning various industries including H-E-B, Kimpton Hotels, and the European Union. This entailed a holistic approach, covering content creation, paid social campaigns, media buying, influencer partnerships, and grassroots efforts.
- Responsible for reporting on ROI to client stakeholders, including C-level and Boards, creating KPIs informed by historical, competitive, and industry benchmarking data.
- Grew monthly agency revenue by 96% from 2019 to 2022, building a department structure to support operations, adding key roles such as media buyers, graphic designers, and videographers, bolstering our agency's overall capabilities.

SEASONED INFLUENCE

Account Executive | Feb '18 - Mar '19

- Developed individualized influencer strategy and executed management of influencer campaigns, reporting on results and optimization, providing recommendations for continuing strategies to clients including Olé Mexican Foods, J.Lohr Wines, and Groupe SEB (All Clad, Lagostina, Tefal)
- Led new business funnel from outreach, discovery, proposal, and execution, responsible for \$300K+ in revenue during tenure

KENDRA SCOTT

Influencer Marketing Specialist | Sept '16 - Sept '17

- Scaled influencer program from 80+ relationships to 800+ relationships spanning VIP Executives, Celebrities, Influencers, and Campus Ambassadors
- Spearheaded the launch of the Kendra Scott Campus Influencer Program executing the selection and vetting process, managing relationships, and ensuring KPIs were met with ambassadors
- Executed multiple influencer events in large key markets such as Los Angeles, Seattle, and Austin, including management event budget