



BRIEF

Leading teams to heavily optimize the customer experience through web-based funnels and full prospect automation, pairing UX, development and applied AI with common-sense solutions for fast lead acquisition.

My career started off working long days at Silicon Valley start-ups. Highlights include leading a large online business development effort for PRM, a high-end destination developer, managing two digital agencies, and building and launching an e-commerce website builder. Today I am the chief marketing officer for a multifamily investment company, where I designed and built a prospect automation pipeline that converts 38% of prospects with no human interaction.

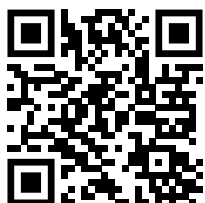
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BRANDON BENDER

Prospect Automation | Full Stack Marketing

38%

ZERO-TOUCH
CONVERSION

\$50M+

ANNUAL REVENUE

40%

PORTFOLIO
GROWTH

12

COMMUNITIES
AUTOMATED

WORK EXPERIENCE

CHIEF MARKETING OFFICER FIRST PACIFIC GROUP, INC.

2017 – Present

Direct report to the CEO, running the entire marketing department. Development and implementation of a portfolio-wide growth strategy across 12 communities, overseeing 40% growth to more than 50 million in annual revenue. Operating procedures span digital lead generation, media, campaigns, events and PR.

- **Prospect automation.** Built and operate a fully automated Yardi and EliseAI pipeline covering inquiry, qualification, tour scheduling and follow-up with no human interaction, converting 38% of prospects.
- **Centralized leasing.** Moved leasing off the properties and into a small, cloud-based central team that covers all 12 communities, replacing a far larger on-site staff of leasing agents while handling the full lead-to-lease journey remotely.
- **Applied AI.** Designed in-house tools on the Claude API, including a portfolio marketing command center, a market-aware rent pricing advisor, an automated payables processor and an employee support center with AI ticket summaries, all unified behind a single sign-on hub.

CHIEF TECHNOLOGY OFFICER MYCART.COM

2014 – 2017

Oversaw product development for Mycart's e-commerce platforms, marketing operations and partner integration. Responsible for stable, secure systems for over one thousand e-commerce outlets with PCI level one compliance across several partners.

ADVISORY I.T. ARCHITECT BEYOND CHACAY FOUNDATION

2015 – 2019

Advised a U.S. 501(c)3 foundation on technology and web architecture for its community-based economic development, conservation and tourism programs serving Ecuadorian communities and international visitors.

MANAGING DIRECTOR SILO88

2011 – 2014

Silo88 specializes in online media and marketing with a focus on motion, web and online marketing strategies. I managed all aspects of the business, web development and branding, followed by SEO and online marketing campaigns.

REFERENCES

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