BRANDON BRAGG

COMPLETE CAREER RESUME



Brand strategy. Marketing. Innovation.

Original ideas. Purposeful action.

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STRATEGY | COMMUNICATION | PEOPLE | EDUCATION

Big-picture thinking. Hands-on help.

I bring a creative spirit, a practical mindset and a heart to help. My career connects business and brand strategy with product development, communication, technology, live performance and community leadership. That breadth helps me recognize patterns, ask useful questions and work comfortably across disciplines.

A career with more than one chapter.

Commercial leadership, independent ventures, earlier employment, creative credits, community service and education - organized by contribution and field.

Commercial leadership & ventures ..... **Pages 2 to 5**

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brandonbragg.me/career-portfolio

Commercial leadership.

Product positioning, market communication and corporate development.

STRATEGY & BUSINESS

Prizm Medical Inc.

VP, Marketing & Corporate Development | June 2023 - October 2026

Developed brand strategy, marketing communications, product positioning, and commercialization initiatives for a medical technology manufacturer.

- Led commercialization and corporate-development initiatives for prescription medical technology, including the Micro-Z platform and Intelligent Textiles.
- Translated clinical, technical and regulatory information into product narratives, websites, presentations, training resources, packaging, sales tools and executive communications.
- Built market-access and channel opportunities spanning VA and federal distribution, physician and rehabilitation networks, e-commerce, referrals and strategic partnerships.
- Traveled nationally to present technologies and collaborate with physicians, clinicians and healthcare decision-makers.
- Worked with executive, technical, manufacturing and sales leadership on portfolio architecture, accessory concepts, competitive research and commercialization strategy.

WearTech Therapeutics Inc.

VP, Marketing & Corporate Development | June 2023 - October 2026

Developed brand positioning, marketing strategy, and commercialization initiatives for a consumer medical technology business.

- Developed positioning and market communication for over-the-counter 5000Z and Sport-Z technology and associated textile products.
- Created websites, e-commerce experiences, product pages, packaging, presentations and sales materials for consumer, healthcare, rehabilitation, fitness and sports-medicine audiences.
- Supported distributor relationships, strategic partnerships, referral and affiliate programs and customer adoption.
- Contributed to collaborative product development and launch presentation, including athlete imagery and the WearTech vehicle wrap.

Independent ventures.

Brand strategy, creative execution and product discovery.

STRATEGY & BUSINESS

BrandonBragg.me / Hero Support

Founder | Brand, Marketing & Innovation Strategist | 2023 - present

Help individuals and organizations recognize opportunity, clarify direction, and turn ideas into reality. Connect brand strategy, marketing, product and service development, creative direction, and business innovation with practical implementation.

- Develop brand positioning, messaging, websites, e-commerce, customer journeys and digital experiences.
- Develop strategic partnerships, referral programs, sales tools and organizational systems. Support new ventures and established businesses from concept through market-facing execution.
- Deliver copywriting, UI/UX, graphic design, video and animation, presentations, print production, technical content, grant writing and 3D-prototype exploration.
- Created a social-media growth case that scaled an Instagram account from zero to more than 225,000 followers in less than one year.
- Connect experience in business, technology, e-commerce, entertainment and community leadership with an approach grounded in biblical principles.

Pilgrim Tea

Founder & Tea Curator | 2018 - present

Founded Pilgrim Tea with a whimsical approach to tea and discovery. Relaunched the brand in 2026 with a more sophisticated identity and online experience, combining distinctive teas, an old-world apothecary aesthetic, and educational content grounded in research.

- Import and curate teas, botanicals, tea resins, and teaware with attention to origin, craftsmanship, flavor, and the chemistry of the leaf.
- Lead brand strategy, creative direction, product presentation, and the e-commerce customer experience.
- Develop educational content on tea varieties, brewing methods, and scientific findings, keeping evidence and its limitations in context.
- Earlier product development included organic teas, herbs, fruits, roots and fungi.

Building businesses.

Product ventures, e-commerce and emerging opportunities.

STRATEGY & BUSINESS

Let It Shine, LLC

President & Co-Founder | E-commerce and product ventures

Co-founded Let It Shine with Erin Bragg. Built specialty consumer-product ventures through product development, branding, online merchandising and fulfillment, alongside strategic business-development and creative-marketing consulting.

- Shipped Yesterday: developed professional color-smoke effects for photography and film; the venture was subsequently sold.
- The Man Cave: developed an Amazon-based camping, survival and outdoor-equipment business; the venture was subsequently sold.
- Directed sourcing, manufacturing coordination, websites, graphic design, customer experience, marketplace operations, shipping and logistics across Amazon, Walmart, eBay, Etsy and owned storefronts.
- Pilgrim Tea began during this period and continues as a distinct brand and venture.

FollowMe Global Business Solutions LLC

Chief Innovation Officer

Co-created and developed six business divisions within a strategic business-development consultancy. Built brand architectures, websites, technical narratives, whitepapers, pitch materials, marketing systems and partnership strategies.

- HealthSeal: commercial-space health certification. FollowMe Energy: commercial energy-efficiency solutions.
- FollowMe Token: digital-currency development. FollowMe Technology: blockchain platform and whitepaper development.
- FollowMe Africa: mining and renewable-energy initiatives. FollowMe Racing / NASCAR: sponsorship and brand strategy.
- Consulting work included functional-group assessments, marketing, sales training, culture, operations, acquisitions and integration, HR policies and procedures, and diversity and ethics training.

Growth & partnerships.

Innovation, integrated marketing and enterprise alliances.

STRATEGY & BUSINESS

Legacy Family Roofing, LLC

Chief Innovation Officer

Led innovation, brand, digital and business-development work for a roofing and restoration business.

- Repositioned marketing, lead generation, SEO, customer experience and internal systems.
- Developed brand, website, multimedia and commercial-project presentation materials.
- Supported culture development and growth strategy.

Team Roofing / Team Commercial

Strategic Business Development & Marketing Consultant

Supported growth strategy, integrated marketing, strategic partnerships and culture development for the roofing business.

- Contributed to coordinated efforts that helped increase annual revenue from $10 million to $20 million.
- Developed relationships and promotional opportunities involving Good Morning America, the Atlanta Falcons, WSB-TV, FOX 5 Atlanta and Good Day Atlanta.
- Created culture-development and internal communication work intended to strengthen the organization from within.

Accenture

Alliance Support Analyst

Supported strategic alliances and sales enablement on a 12-person team at Accenture. The alliance portfolio was associated with $2 billion in revenue during the period; this was a team and portfolio outcome.

- Coordinated account directors, solution architects, vendors and clients across complex enterprise relationships.
- Supported quotes, contracts, delivery, invoicing, database records and opportunity follow-through.
- Researched vendors and prepared reports and executive-ready information supporting alliance relationships.

Technology & operations.

Reliable execution behind research, entertainment and public service.

BRANDS & COMMUNICATION

Stone Mountain Park

Entertainment Technologist

Co-managed the four-dimensional theater and supported large-scale entertainment, including Stone Mountain Christmas.

- Worked with audiovisual, lighting, sound-board, and novelty equipment, including snow machines.
- Coordinated entertainment staff and acted as a liaison between staff and management.

Jackson Associates Research

Production Assistant

Managed an international video-conferencing system and served as a liaison between Fortune 500 clients and production management. Produced and organized digital multimedia for market-research facilities.

- Provided spatial and technical solutions involving two-way mirrors, cameras, and microphone installations.
- Supported multiple clients and research sessions, including up to six concurrent clients.
- Recognized as Employee of the Month.

Public service & government operations

Gwinnett County Government · Georgia House of Representatives

As Assistant Polling Manager in Gwinnett County's Voter Registration and Elections Division, trained and managed polling teams across multiple locations, helped set up and manage polling stations, and delivered election data to headquarters.

As a Georgia House of Representatives Page, provided administrative support to House operations and was selected as the leading page to serve the Speaker of the House.

Customer service & venue operations

Earlier experience

- SaveRite: Assistant Manager, retail operations and customer service. Peachtree Ford: customer transportation, vehicle delivery and bank-deposit support.
- Gwinnett Civic and Cultural Center: guest services in arena and performing-arts environments.

Audience connection.

Live hosting, screen performance and multimedia production.

BRANDS & COMMUNICATION

Atlanta Braves / Sports Magic Team

Entertainment Specialist

Hosted pre-game shows as master of ceremonies, interviewed players and guests, presented prizes, and energized audiences through live performance.

- Hosted an Atlanta Braves American Idol-style competition. Performed stilt-walking, juggling, acrobatics, magic, balloon art, and other audience-participation entertainment.
- Recognized by leadership and peers as Most Valuable Player; also received Outstanding Rookie recognition.

The Christian Broadcasting Network

Actor & Musician

Childhood and youth experience in television, music, theater and promotional productions in Virginia Beach.

- Member of the International Children's Choir, with performances for presidents and dignitaries, including a Guatemalan president.
- Musical performances with Larnelle Harris and Lonnie Glass / Windmark; credits involving G.T. and the Halo Express, Psalty the Singing Songbook and Colby.
- Screen and promotional credits include Another Life, The Man Called Jesus, a Founders Inn commercial with Pat Robertson, Sheila Walsh's Tell Me the Story of Jesus music video, a Super Book commercial and CBN telethons.

Modeling, acting & promotional work

National Film and Fashion Board · Paramount Modeling Industries

At the National Film and Fashion Board, performed modeling, acting and master-of-ceremonies work. Received Best Overall Male recognition and a contract.

Promotional assignments through Paramount Modeling Industries included Hershey's.

Applicable Video Production Studios

Owner | Video production

Owned a video-production business spanning pre-production, videography and editing for weddings and events.

Stage, screen & music.

Selected performance credits and original creative work.

BRANDS & COMMUNICATION

Film & theater

Screen, stage and production

- We Are Marshall: background performance.
- Revenge of the Nerds remake production: LLL fraternity-brother role in the unreleased production.
- A Funny Thing Happened on the Way to the Forum: soldier.
- A Christmas Carol: Topper.
- The Jungle Book: Akela.
- The Man Called Jesus: acting, singing, dancing and makeup work.

Corporate, sports & special events

Selected live-event engagements

- PGA-related entertainment at the W Hotel.
- Narration alongside a former Harlem Globetrotter.
- Co-host for a SouthTrust board event at the 755 Club, Turner Field.
- Master of ceremonies for a Bank of America convention at the Westin Peachtree Plaza.
- Stilt performance for a LeBron James event at the World of Coca-Cola.
- Entertainment at Children's Healthcare of Atlanta alongside Falcons cheerleaders.
- Two engagements at the Georgia International Convention Center.

WILDCAT

My band · Original music & visual experiences

My band, WILDCAT, connects original music with a distinctive visual world. Its website brings releases, music visualizers and listening experiences together, including Disco Industrial Complex and visualizers for Bird of Paradise, Rat Maze, Free Dive, Bird of Prey, Contact and Encounter.

Selected creative work.

Identity, campaigns, video and community storytelling.

BRANDS & COMMUNICATION

5000Z | Product identity & launch materials

Product identity, marketing design and product presentation. A coordinated visual language across packaging, product explanations and the unboxing experience.

brandonbragg.me/work-5000z-product-launch

WearTech | Brand & campaign design

Identity, athlete campaigns, print collateral and product presentation. Work connects marketing design with product education and commercial development.

brandonbragg.me/work-weartech-brand-campaigns

Brands in the real world

Exhibits, event displays, booth graphics and branded environments, from designed materials to installed presentation.

brandonbragg.me/work-exhibits-event-displays

International Zoom Room

Recurring visual identity, themed artwork and promotional video for a community across borders.

brandonbragg.me/work-international-zoom-room

Video production & voiceover

Product explainers, demonstrations, brand stories and campaign films. Voiceover work uses my own voice.

brandonbragg.me/work-video-production-voiceover

Additional published work includes J21.org, product and venture identities, websites, campaign communication and independent creative projects.

Community leadership.

Teaching, mentoring and connection across borders.

PEOPLE & COMMUNITY

Christian Army

Founder & Ministry Leader | 2022 - present

Founded a ministry to equip believers and support Christian leaders through spiritual formation, pastoral counsel, leadership training, and resource and program development.

- Develop teaching resources and discipleship programs; provide strategic support for leaders and ministry initiatives.
- Focus on identity in Christ, sonship, and the baptism of the Holy Spirit, helping people deepen their relationship with the Father, Son, and Holy Spirit.

Free Chapel

International Online Community Leader & Altar Team Member | 2014 - present

Lead Free Chapel's International Zoom Room through weekly live gatherings and daily discussion, prayer, and support. Help members build relationships across countries and time zones.

- Develop teaching resources; facilitate biblical conversations; coordinate community communication; offer discipleship, encouragement, and altar-team prayer support.
- Additional service: small-group leadership, youth-ministry development, young-adult outreach and ambassador work in Gainesville, prayer and communion support, and call-center ministry.
- Co-developed an interim youth program in Buford and assisted with leadership for noon prayer. Completed the School of Discipleship and Mentorship program.

GreenSHADES Community / Hope @ The Holidays

Vice President, Business Strategy | Volunteer

Helped co-create construction, operations, community-outreach, and fundraising initiatives focused on sustainable, affordable housing and support for people without stable housing.

- Developed strategy, communication, partnerships, and community-outreach activity.

Purpose in practice.

Music, theater, outreach and hands-on service.

PEOPLE & COMMUNITY

Momentum Church

Music, Media & Marketing Volunteer

Served as a musician and performer while supporting the marketing director with communications and new-program development.

- Assisted with audio and video productions. Hosted the annual married-couples event.

Hope and Life Fellowship

Theater Ministry Co-Director & Youth Leader

Co-directed theater ministry, developed original dramatic productions, and served in Fire House Youth Ministries. Mentored at-risk children and youth.

- Wrote, choreographed and composed original productions, supported audiovisual production, and toured the southeastern United States with the drama team.
- Hosted interactive stage segments, a weekly game show, monthly student films, and Getting to Know You segments.
- Supported Vacation Bible School as a crew leader and videographer, and assisted Masters Commission fundraising.

Mountain West Church

Missions & Community Outreach Volunteer

Participated in missions and outreach across the United States, supporting youth, theater, and music ministries.

- Broader missions and outreach experience includes two church-building trips to Gallup, New Mexico; youth mentoring and drama outreach in New York City; drama outreach in Santa Monica; and Atlanta soup-kitchen service. These engagements span multiple affiliations.

Kempsville Presbyterian Church · The Share Shop

Founding Volunteer · Benevolence Ministry

Provided hands-on support for the launch and operation of a church-sponsored benevolence ministry co-founded by Brandon's mother.

- Collected, cataloged, organized, stored, and distributed donations. Assisted with partnerships and annual international shipments of food and supplies.
- The ministry connected people with homes, vehicles, household goods, clothing, toys, and food.
- Also participated in the church's music and choir activities.

Education & campus life.

Georgia State University & Georgia Perimeter College.

EDUCATION & RECOGNITION

Georgia State University

Bachelor of Arts in Communications | English minor

Graduated Summa Cum Laude.

Georgia Perimeter College

Campus employment | Now part of Georgia State University

Planned and managed events while providing technology support for more than 2,500 faculty, staff and students. Solved technical, spatial and communication problems; documented procedures and trained students, faculty and staff.

Supported computers, software, networking, printers, projectors, presentation and audio systems, Sympodium and Extron equipment.

Student leadership & campus service

Georgia Perimeter College

- President of the Student Government Association, Phi Theta Kappa and the Ekklesia / Ecclesia campus Christian organization.
- Student Advisory Council board member and University System of Georgia ambassador. Editor of Creative License magazine; Honors Association participation.
- One of 20 voting members on the Student Activity Fee Budget Committee, allocating a $324,000 annual budget.
- Homecoming King. Initiated or supported recycling, Christmas Tree Angel outreach, food and blood drives, and discounted flu-shot access.

Academic recognition & speaking

Scholarship and public engagement

- Georgia Regents' Award nominee, one of five selected from 21,732 students. President's Award; Newton campus Outstanding Scholar Award; Golden Key nomination; second place in the Southern Symposium essay competition.
- Speaker at the 12th annual Dr. Martin Luther King Jr. birthday celebration with Karen Graham, Frank Ski and Susan Taylor.
- Master of ceremonies for the Service Excellence Awards and Academic Honors Awards banquet. First speaker at the Newton campus building dedication; honorary stole presentation at a presidential inauguration.

Capabilities in practice.

Strategy, creative production and people development.

STRATEGY & BUSINESS

Strategy & business

Capabilities

- Business and brand strategy; innovation; venture and product development; market positioning; partnerships; sponsorships; program and project coordination; e-commerce; merchandising; marketplace operations; logistics and fulfillment; grant writing; proposals; process improvement; sales enablement and training.

Creative, production & communication

Capabilities across employment, ventures, ministry and independent projects

- Brand identity; logos; graphic design; print and tangible materials; website and digital-experience design; UI/UX; presentations; copywriting; storytelling; speechwriting; technical and educational content; campaign communication; newsletters; social content; animated email signatures; video and animation; photography/video production; whitepapers; prototype and 3D-printing exploration.
- Contributed work published in college textbooks.

People, learning & experiences

Capabilities

- Leadership and team development; culture; mentoring; teaching; curriculum and discipleship resources; facilitation; community communication; event planning and production; master-of-ceremonies work; interviewing; audience participation; gamification; pastoral counsel and ministry support.

Video & voiceover

Pre-production, recording, editing, product explanation, brand storytelling and narration. The voiceovers in my published video collections use my own voice.

Current creative tools

Adobe Creative Cloud and Microsoft 365, alongside experience in website and digital-experience design, presentation systems and multimedia workflows.

Creative & practical range.

A lifetime of learning, performance and exploration.

BRANDS & COMMUNICATION

Performance & audience engagement

Modeling, acting, music literacy, guitar, choir, drama, dance, gymnastics, pantomime, costume and character performance, microphone technique, juggling, stilt-walking, acrobatics, balloon art, face painting, magic, and crowd motivation.

Athletics & practical training

Martial arts, nutrition, bodybuilding, swimming, track, baseball, soccer, skating, waterskiing.

Technology & systems

Broader technical experience spans operating systems, networking, audiovisual systems, projectors, Sympodium, Extron, and office and creative applications.

Areas of interest

Cognitive psychology and marketing psychology inform areas of interest and applied thinking.

Early recognition

Early All-State choir recognition (two years), track recognition (two years), and baseball recognition (one year); a baseball all-star selection.

Earlier Red Cross swimming training is part of my historical experience, rather than a current certification.

Let's create something extraordinary.

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