

BRANDON R. GIBSON

Media Sales & Marketing Strategy | OOH, TV, Streaming & Integrated Media | Dallas, TX

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EXECUTIVE SUMMARY

Results-driven media and marketing strategist with 10+ years of experience generating revenue and building high-value client partnerships across Out-of-Home, broadcast television, streaming, digital, and integrated media. Proven track record of exceeding sales targets, closing seven-figure deals, and developing data-informed campaigns that deliver measurable ROI. Recognized for a consultative selling approach that transforms client objectives into long-term partnerships and scalable growth opportunities. Deep expertise in the Dallas/Fort Worth market with national reach across agency and brand relationships.

KEY ACHIEVEMENTS

- Generated \$745K in OOH revenue within the first 6 months at iHeartMedia/Clear Channel Outdoor, surpassing a \$1M annual budget goal 4 months ahead of schedule.
- Ranked No. 2 in Mobile Sales Nationwide (Q2 2017) at OUTFRONT Media, closing \$200K in mobile sales in the first month on the job.
- Consistently exceeded quota at CBS Television/Paramount Global, building a multi-million dollar pipeline across local and national agency partners in the DFW market.
- Grew transit advertising revenue at Vector Media by leveraging 8+ years of DFW market relationships, surpassing quarterly sales targets through data-driven proposals and strategic account planning.
- Ranked Top 5 Nationwide in Mobile Advertising Sales at OUTFRONT Media, driving new business through an innovative blend of OOH and mobile targeting strategies.
- Managed and grew a brand partnership portfolio spanning 80+ clients across sports, consumer, government, healthcare, nonprofit, and entertainment verticals.

PROFESSIONAL EXPERIENCE

Founder & Lead Strategist BG Marketing Inc. | Dallas, TX

Aug 2023 – Present

- Built and operate an independent marketing consultancy serving both national and regional brands in food service, hospitality, sports, government, and nonprofit sectors.
- Designed and executed integrated brand campaigns across social media, out-of-home, streaming TV, and mobile platforms, managing full-cycle strategy from audience targeting and media planning through creative execution and performance analysis to drive measurable client results.
- Directed integrated advertising strategies leveraging first and third-party data profiles to optimize reach and frequency against defined consumer segments, delivering measurable ROI for every client engagement.

Sr. Account Executive, Transit Advertising Vector Media | Dallas/Fort Worth, TX (Hybrid)

Dec 2024 – Apr 2026

- Drove new and renewal revenue across transit and OOH advertising inventory, leveraging 8+ years of established DFW market relationships to accelerate pipeline growth and shorten sales cycles.
- Developed customized, insight-driven media proposals aligned to client KPIs, consistently converting prospects into long-term partners through consultative needs assessment and creative packaging.
- Managed full sales cycle from lead generation through contract negotiation and campaign activation, maintaining a high-volume pipeline using CRM tools to track activity, forecast revenue, and optimize outreach cadence.
- Collaborated cross-functionally with creative, operations, and account management teams to ensure seamless campaign execution and post-campaign performance reporting.

Advertising Account Executive CBS Television / Paramount Global | Dallas, TX

Apr 2019 – Aug 2023

- Managed a book of local and national advertising agency accounts in the DFW market, driving multi-screen media plan sales across linear broadcast, digital, and streaming platforms.
- Positioned CBS and Paramount streaming products to new business clients using audience research and consumer behavior data, resulting in expanded multi-platform commitments and incremental revenue.
- Cultivated executive-level relationships with agency decision-makers and brand-side marketing directors, navigating complex organizational structures to unlock new budget allocations and upfront commitments.

Senior Account Executive
OUTFRONT Media | Dallas, TX

Mar 2017 – Mar 2019

- Ranked Top 5 Nationally in Mobile Advertising Sales, including No. 2 in Q2 2017, generating \$200K in mobile revenue within the first month of employment.
- Closed new business and expanded existing accounts through data-driven OOH and mobile media strategies, consistently attaining and surpassing quarterly budget goals.

Account Executive
iHeartMedia / Clear Channel Outdoor | Arlington, TX

Jun 2016 – Mar 2017

- Generated \$745K in revenue in the first 6 months and achieved the full \$1M annual budget target 4 months early through high-velocity new business development and strategic proposal execution.
- Negotiated advertising budgets across agency and direct-client relationships, delivering customized OOH and integrated campaign solutions tied to measurable audience and brand objectives.

CORE COMPETENCIES

■ Media Planning & Buying	■ OOH & Transit Advertising	■ Broadcast TV & Streaming Sales
■ Integrated & Multi-Screen Campaigns	■ Revenue Generation & Pipeline Mgmt	■ Consultative & Solutions Selling
■ CRM & Sales Operations	■ Data-Driven Audience Targeting	■ Strategic Partnerships
■ Contract Negotiation	■ Brand Strategy & Positioning	■ Cross-Functional Collaboration

FEATURED CLIENTS & BRAND PARTNERSHIPS

Selected portfolio representing 10+ years of national and regional brand partnerships across sports, entertainment, consumer, nonprofit, government, and healthcare sectors:

ALDI • American Heart Association • Apple • CARMAX • City of Dallas • Coca-Cola Southwest Bottling • Dallas Cowboys • Dallas Mavericks • Dallas Zoo • DART • DKMS • FC Dallas • H&R Block • In-N-Out Burger • Kendra Scott • Prosper Forum • Raising Cane's • Red Bull • T-Mobile • Target • TD Jakes Foundation / The Potter's House • Texas Rangers • Texas State Fair • Texas Women's Foundation • Tiffany & Co. • VisitDallas • Walgreens • WinStar Casino & Resort • Yum Brands Inc.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Certified in Google Ads, HubSpot Sales Hub, LinkedIn Marketing Solutions, and IAB Digital Media Buying and Planning Fundamentals 360 (Issued November 2020, Credential ID: 637430299635356819). Proficient in television and broadcast media buying platforms including Strata, Matrix, Operative, and MediaOcean, with additional expertise in out-of-home planning and measurement tools such as Geopath, Apparitix, and Vistar Media. Experienced in audience research and measurement platforms including Nielsen One, Nielsen Media Impact, Comscore, Scarborough, and MRI-Simmons, as well as WideOrbit for broadcast traffic management. Additional certifications include CrowdStrike Falcon and TightVNC remote access protocols.

EDUCATION

Bachelor of Arts, Public Relations & Communications

Temple University, Philadelphia, PA | 2009 – 2012