

Loren Branch

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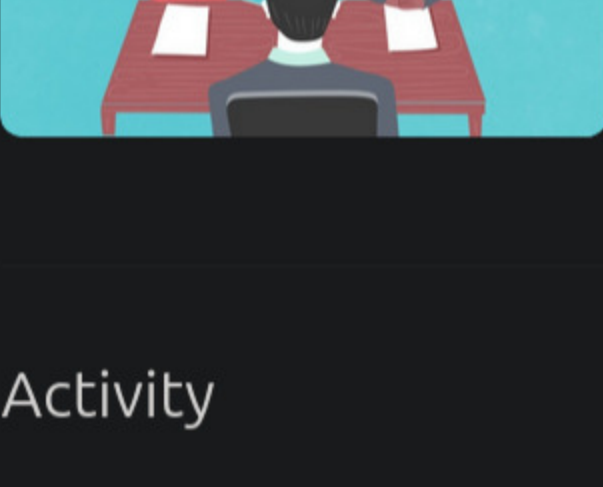
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About

As a passionate, collaborative, inclusive, and empathetic marketing leader, I've spent... see more

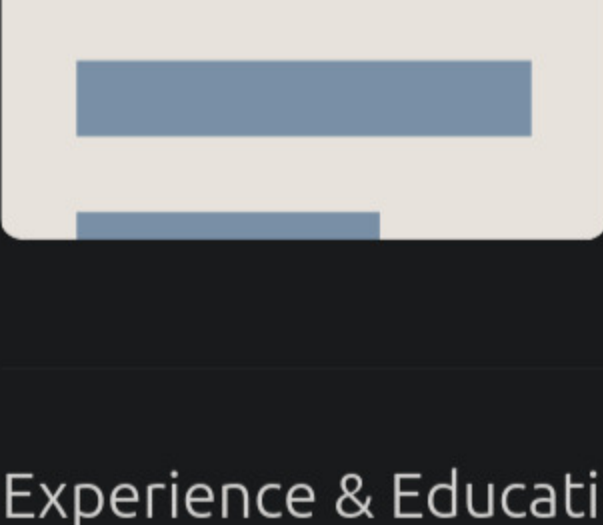
Articles by Loren



Sep 29, 2022  
**It's a Demographic Shift, Not a Cliff**  
Disclaimer: The title of this article isn't a slight to Liz's SXSW presentation proposal (Campus Sonar CEO & Founder)...  
👍👍👍 21 · 1 Comment

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**Wholeheartedly, you'd be lucky to have Gillian!**  
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Volunteer Experience

**Marketing Coordinator | Remote**  
Cultural Enrichment Center of Fort Collins  
Jul 2020 - Apr 2021 · 10 months  
Served as a member of a five-person staff that founded and oversee operations for a non-profit youth center working to provide Black middle and high school students with a space for cultural, academic, and social enrichment.  
Provided leadership and strategy for all marketing efforts to build and engage audience, attract donations, and drive brand awareness.  
Executed marketing tasks including; graphic design, copywriting, analytics, event planning, and community outreach.  
Built and managed the organization's marketing channels including; Facebook, Instagram, and website.  
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**Podcast Host and Producer**  
Message From Ernestine  
May 2019 - Aug 2019 · 4 months  
Host society and culture podcast focused on human interest topics and current events.  
Produce podcast including; strategic planning, writing, and editing of video and audio content.  
Manage multimedia marketing including show distribution and social media presence.  
<https://linktr.ee/msgfrmernestine>

**Region III Student Lead On Conference Presenter**  
NIRSA  
Jan 2017 - Jan 2017 · 1 month  
Presented a lecture titled "Marketing: The Importance of Strategic Planning and Systems" with a student employee.

**Conference Presenter**  
Ohio Recreational Sports Association (ORSA)  
Oct 2016 - Oct 2016 · 1 month  
Presented a lecture titled "Marketing: The Importance of Strategic Planning and Systems."

**MPowered Entrepreneurship Ignite It Weekend Mentor**  
University of Michigan  
Nov 2015 - Nov 2015 · 1 month  
Led group and individual mentor sessions with current and aspiring student entrepreneurs. Conducted a workshop titled "Entrepreneurship, it Begins and Ends with You."

**Entrepreneurship Week Speaker/Mentor**  
Bowling Green State University  
Apr 2015 - Apr 2015 · 1 month  
Presented a lecture on the importance of hard work in entrepreneurship.

**Vice President | Secretary | Marketing Committee Member**  
BGSU Sport Management Alliance  
Sep 2011 - Apr 2015 · 3 years 8 months  
Vice President (April 2014 - April 2015): Oversaw the activities of seven additional executive board members and two committees working with President. Organized the undergraduate Sport Management Job Fair.

Secretary (April 2013 - April 2014): Assisted with rebranding and improvement of the organization. Took detailed notes during all weekly executive board meetings and monthly general meetings. Promoted the organization through e-mail and the creation and operation of Twitter and...

**Sport Media Watch Contributor**  
BGSU Richard A. Maxwell Project  
Oct 2012 - May 2014 · 1 year 8 months  
Authored blog posts critically analyzing media coverage of the sport industry.

**Men's Soccer Videographer**  
Bowling Green State University  
Oct 2014 - Nov 2014 · 2 months  
Traveled with the team to film away games and provide game updates via Twitter.

**Operations Volunteer**  
NCAA Women's Basketball Tournament  
Mar 2014 - Mar 2014 · 1 month  
Assisted University of Toledo Athletics with various event operation tasks during first round games held in Savage Arena.

**Golf Outing Volunteer & Pitch, Hit, and Run Volunteer**  
Perrysburg Heights Community Association  
Mar 2013 - Apr 2013 · 2 months  
Assisted with event operations tasks such as participant instruction, contest supervision, setup, and tear down.

**5th Grade Assistant Coach**  
Bowling Green Junior Bobcats Basketball  
Nov 2012 - Jan 2013 · 3 months  
Assisted with practice and game plans to effectively encourage and teach a team of 8 players.

**Head Coach**  
Summer College Pro-Am Basketball  
Jun 2012 - Jul 2012 · 2 months  
Coached a team of current and former college basketball players.

**Chris Speilman Breast Cancer Awareness Game Volunteer**  
Genoa Area High School Athletics  
Nov 2011 - Present · 13 years 6 months  
Sold merchandise of which proceeds were donated to cancer research.

**NFL Super Bowl Events Volunteer**  
Super Bowl 47 Host Committee  
Feb 2013 - Feb 2013 · 1 month  
Selected by Bowling Green State University in cooperation with the NFL to assist with operations for events such as the NFL Experience, DirecTV Celebrity Beach Bowl, and NFL Tailgate.

Organizations

**National Intramural and Recreational Sports Association**  
-  
Oct 2016 - Present

**Ohio Recreational Sports Association**  
-  
Aug 2016 - Present  
ORSA Marketing Committee

**BGSU Sport Management Alliance**  
Vice President, Secretary, Marketing Committee Member  
Aug 2011 - May 2015

Recommendations received

**Gregory Neal**  
"I recently hired Loren as a consultant on Upwork to help me set up Hubspot for my company, Kite Impact. I can confidently say that Loren was awesome to work with! He not only helped me set up Hubspot, but also provided valuable guidance and recommendations on how to optimize it for my business needs. Loren's expertise in Hubspot was apparent from the start, and he was able to guide me through the entire process with ease. He was patient, responsive, and always went above and beyond to ensure that I understood everything he was doing. Not only did Loren help me set up the technical aspects of Hubspot, but he also helped me think through the best ways to set it up for my business needs. This level of support was invaluable and helped me get the most out of the tool. Overall, I had a fantastic experience working with Loren, and I would highly recommend him to anyone looking for a consultant to help them set up Hubspot. He is professional, knowledgeable, and a pleasure to work with. Thank you, Loren!"

**Ken Westenkirchner**  
"Loren's passion and positive work ethic made him invaluable at the Toledo Mud Hens. It was a pleasure to have him on our team and to work with. If you are looking for a great team member, I personally recommend Loren for your company and organization."

5 people have recommended Loren

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Founder of Creator Science — Helping thousands of creators build sturdy...  
Columbus, OH  
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Nashville, TN  
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Smyrna, DE  
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Retired since Dec. 2019  
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**Kyle Kaplanis**  
Los Angeles, CA  
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**Allie LeFevere**  
Co-Founder & Creative Director of Obedient; Humor Branding & Marketin...  
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