BRENNDON TSO, MBA

Vancouver, WA · 360.773.6489 · BrenndonTso@gmail.com · brenndontso.com · linkedin.com/in/brenndon-tso

Dear Future Employer,

I do not know your name yet. That is the only thing missing from this letter, and I would like to fix it.

So let me tell you who is writing.

My first job was washing dishes in Nancy McCulla's kitchen in Flagstaff, Arizona, while I was still in high school. A few years later I was her Chef de Cuisine, running her crew at the shop and out on catering events. Somewhere in the middle of that I started giving her ideas about products and advertising. She never asked me to. Years later she wrote in a reference letter, "I did not request his help on this, but he took it upon himself to better my business." That is the first marketing I ever did, and it is still how I work.

What am I actually good at?

Owning a marketing function from nothing, and making it pay. At AutoSpa 360 the shop was spending four to five thousand dollars a month on marketing when I arrived. It now spends fifteen hundred, and the business has grown. I brought Google Ads fully in-house across four campaigns and cut the agency fee out entirely. I also designed and ran our booth at the 2026 Oregon International Auto Show, and the leads from that weekend turned into more than ten thousand dollars in sales the following month.

Before that I did the same work at larger scale: more than sixteen organizations through my own practice, including Brazi Bites and the U.S. Army National Guard, and Director of Marketing at Koala Trimmers, where I built an inbound engine producing hundreds of visitors a day on no paid spend and ran a six-figure budget in a category where regulation closes most paid inventory.

What makes me different from the other resume in the stack?

I build the thing instead of briefing someone else to build it. I script in Python, JavaScript, and ExtendScript. I wrote Adobe automation so every size of a creative generates straight from the brand rules instead of a designer rebuilding the same layout by hand. A scheduled agent I built drafts and posts to LinkedIn twice a week, and every AI-written piece on my website is labeled as AI-written. You can go look at it. There is a build log that explains how it runs, and what it does not do yet.

How do I handle it when things break?

Four weeks before a product launch, our overseas factory collapsed. I sourced replacement materials, helped hire and train technicians, and ran assembly in an impromptu manufacturing space — soldering, repairing the device's chip boards, and building 500 units for launch. My old restaurant boss put it better than I can: he said my whole value came down to "the ability to make sound decisions based on a current set of variables in a given situation." Kitchens teach you that. So does a product launch with a hole in the middle of it.

What am I looking for?

Remote marketing leadership at a company small enough that breadth is an asset rather than a filing problem — Director of Marketing, Head of Marketing, VP of Marketing or Growth. I am strongest where one person needs to own the whole function and make it perform like a department. I am also open to consulting and contract work, and to companies headquartered outside the United States.

I hold an MBA in Marketing from Washington State University and a B.S. in Psychology from Northern Arizona University, where I was an NSF research fellow and co-authored an IRB prospectus on EEG neuroimaging before I ever wrote a marketing plan.

I can promise that meeting with me will not be a waste of your time, and I will make myself available at your convenience, during or outside of normal business hours.

Sincerely,

Brenndon Tso