

# Josh Bonhage

Fort Worth, Texas • joshmbonhage@gmail.com • linkedin.com/in/joshbonhage

---

## Customer Service & Marketer

Experienced customer service professional with 4+ years in brand management, content strategy, and business development. Skilled in client retention, strategic initiatives, and sales funnel strategies.

## WORK EXPERIENCE

---

### **MyAmazonGuy • 06/2023 - 12/2024**

#### **Brand Manager**

- Led the strategic direction and growth initiatives for a portfolio of 40+ brands, ranging from startups to established brands with up to \$20 million in annual recurring revenue ( ARR ) .
- Supervised a cross-functional team of marketers including designers, PPC specialists, and project managers.
- Conducted bi-weekly strategy calls to align team goals, optimize Amazon account performance, and scale operations effectively.

#### **Jr Brand Manager**

#### **Brand Manager Intern**

### **Furlough • 12/2022 - 06/2023**

#### **Content Manager**

- Crafted and executed impactful content strategies aligning with goals, audience insights, and SEO excellence.
- Tracked and analyzed content metrics to refine strategies for improved traffic, engagement, and conversions.
- Managed the full content creation process, from ideation to publishing, across web, blog, social media, and email platforms.

### **Benchcraft • 12/2021 - 05/2023**

#### **Business Development Representative**

- Conducted 200+ daily outbound calls to blue- and white-collar prospects, selling advertising spots on golf courses.
- Leveraged persuasive communication to pitch advertising solutions, overcome objections, and achieve a high close rate.
- Managed a structured sales pipeline, prioritizing leads by close likelihood and revenue potential.

### **Wedgewood Apartments • Fort Worth, Texas • 11/2020 - 12/2021**

#### **Leasing Agent**

- Served as the first point of contact for prospective residents, guiding them through the leasing process from tours to signed agreements.
- Managed inquiries, showcased units, and maintained knowledge of property features and availability.
- Helped drive occupancy rates by delivering great customer service and following up with leads.

#### **Porter • Full-time**

- Assisted with the daily upkeep and presentation of a multi-family residential property.
- Handled light maintenance tasks, trash removal (Trashouts), and groundskeeping to maintain a clean and welcoming environment for residents and guests.
- Supported maintenance staff and management as needed to ensure smooth day-to-day operations.

## EDUCATION

---

### Diploma

Bella Vista Highschool • Bella Vista Highschool • GPA: 3.6

## SKILLS

---

Airtable, Amazon, Amazon PPC, Automations, B2C Marketing, Canva, Communication Skills, Content Strategy, Customer Service, DTC Marketing, Elementor, English, Excel, FBA/3P, Figma, GTM Strategy, Helium10, Hubspot, Inbound Leadgen, MerchantSpring, Paid Advertising, Sales, Seller Central, SEO, SEO Copywriting, Walmart, Web Development, Wordpress