Keegan Brown

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EXPERIENCE

North American Diesel Workshop Concept Manager
Oct 2025 - Present

Bosch Mobility Aftermarket, Oakbrook Terrace, IL

- In charge of the Authorized Bosch Diesel Network, a B2B network of 400+ independent repair shops across the US, Canada, and Mexico worth more than $40 million in annual pull-through, with sustained incremental targets of $12 million by 2030.
- Owns go-to-market program strategy for the network and builds promotions with distributor partners that drive pipeline and sales, including one with a 138% sales lift.
- Built and implemented CRM automation tools that save 1,112 hrs/yr, and an email campaign system in Mailjet with contact tagging for segmented, targeted sends.
- Plans national and international network events and writes the network's quarterly newsletter and email campaigns.
- Built a TAM and market share model with 5, 10, and 20 year goals and reports results to executives in quarterly business reviews.
- Coordinates technical seminars on diagnostic equipment across North America, including lunch-and-learns and co-hosted customer presentations.
- Translates global programs into North American plans with Workshop Concept Managers worldwide, working across business units, countries, and languages.

Marketing Communications Specialist
May 2024 - Oct 2025

Bosch Mobility Aftermarket, Oakbrook Terrace, IL

- Headed up the 2025 BDxcelerate demand generation campaign to boost shop sign-ups 5% during flight.
- Spearheaded the Optimize Your Diesel digital campaign: over 5 million impressions, a 2.54% CTR, over 37% VCR, and a 2024 AutoCare Marketing Communications Award.
- Led the Top Shelf Filtration experiential marketing effort, a $400,000 event projected to bring in millions; managed agencies and stakeholders.
- Made the business case for additional marketing budget for Filters, Rotating Machines, and Diesel, and built launch content and campaigns with product managers.
- Planned and coordinated cross functionally for a new Heavy Duty photo shoot with 200+ deliverables.

Marketing Operations
Apr 2022 - Mar 2024

Bosch Motorsport, Farmington Hills, MI

- Planned trade show participation and sponsorship activations at races across North America, and measured their ROI and leads.
- Served as Scrum Product Owner on a B2B project.
- Drafted an annual marketing plan with the help of market research, strategy, and forecasting.
- Planned and managed an international technical exchange and managed international deliverables.

Project Management and Web Content
May 2021 - Apr 2022

Bosch Automotive Aftermarket, Oakbrook Terrace, IL

- Helped launch a new B2C website using agile, increasing speed by 187% with 100% ADA compliance.
- Introduced DocuSign and trained every salesperson on it, saving 832 hrs/yr internally and 19,200 hrs/yr externally.
- Created and managed site content.

EDUCATION

Bachelor of Science (B.S.), Digital Marketing | DePaul University, Chicago, IL | Minor: Sports Business
EDGE, Delta Sigma Pi, Study Abroad in London, UK | Funded 100% of tuition through various scholarships

SKILLS

B2B Marketing, Demand Generation, Partner and Channel Marketing, Campaign Planning, Segmentation, Content Creation, Copywriting, Email Marketing, Event and Trade Show Planning, Seller Training, Campaign Measurement, Budget Business Cases, Agency Coordination, Project Management (Agile/Scrum), SAP C4C (CRM), Marketing Automation (Mailjet, Power Automate), Power BI, SQL, MS Excel, MS PowerPoint, AI Tools (Copilot, Claude, ChatGPT), Spanish (Professional Proficiency), German (Elementary Proficiency)