

# BRYAN MUNOZ

## PROFESSIONAL SUMMARY

Experienced in B2B and wholesale sales, account management, and digital marketing, with a proven ability to build and maintain strong business relationships. Skilled in brand partnerships, lead generation, and website management. Eager to leverage expertise in product launches and market research to drive success as a Marketing Manager.

## EXPERIENCE

### Account Manager | Sales & Marketing | R&D

October 2022 - January 2026 | SUVNEER MOTORSPORTS, Anaheim, CA

- Played a key role in building and scaling the wholesale division, reactivating dormant accounts and restoring long-term business relationships
- Managed B2B accounts from lead outreach to post-sale support, increasing trust and repeat business
- Led content creation and brand marketing, including photography, videography, and management of all social media platforms
- Collaborated with influencers and industry personalities to expand brand recognition and reach new audiences
- Designed and launched a Shopify website from scratch, including product listings, SEO-friendly descriptions, and technical bulletins
- Conducted market research on pricing, shipping, and competitor positioning to improve margins and profitability
- Attended industry events and shows to promote brand awareness, educate retailers, and support wholesale sell-through
- Supported product development and private-label R&D, including vehicle test fitting, installation validation, and technical documentation
- Assisted warehouse operations as needed, demonstrating a hands-on, ownership mindset

### Wholesale Business Account Representative | R&D Assistant

October 2021 - May 2022 | THE WHEEL GROUP, US

- Managed wholesale inquiries and sales for 10+ automotive brands, providing expert product guidance
- Prospected and onboarded new wholesale accounts through cold outreach and in-person meetings

## CONTACT

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## SKILLS

- B2B & Wholesale Sales
- Account Management & Retention
- Digital & Social Media Marketing
- Lead Generation & Prospecting
- Brand Partnerships & Influencer Marketing
- Shopify / Website Management / E-Commerce
- Product Launches & Go-To-Market
- CRM, Order Processing & Forecasting
- Trade Shows & Event Marketing

- Processed orders through portal and email systems while maintaining strong account communication
- Collaborated with internal teams on new product ideas and R&D initiatives based on market demand
- Set and tracked sales goals, consistently working toward exceeding team targets
- Represented brands at trade shows and industry expos, educating buyers and generating leads

### **Wholesale Account Representative | Technical Sales**

March 2021 - October 2021 | RADFLO SUSPENSION, US

- Conducted outbound prospecting to acquire new dealers and vendors
- Delivered sales and technical support via phone and email for B2B customers
- Advised customers on suspension solutions tailored to specific vehicle applications
- Collected market feedback to support future product development
- Collaborated with leadership on sales strategy and brand expansion

### **Sales & Marketing Director**

December 2018 - July 2020 | KANSEI WHEELS, US

- Led sales, marketing, and brand strategy across digital and in-person channels
- Built and managed influencer partnerships to drive brand growth and engagement
- Identified and secured new vendors and distribution opportunities
- Conducted vehicle test fitments to validate product design and improve market fit
- Represented the brand at SEMA and national motorsport events
- Managed CRM data, inbound leads, and daily sales communications
- Oversaw website development and ongoing content updates

### **EARLIER EXPERIENCE**

- Marketing Director | Photographer | Customer Experience, Radi8 Wheels USA
- Customer Service / Sales / Technical Support, Pertronix Electronics
- Customer Service / Web Development / Photography, ModBargains