

Brian Joosse

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Proven leader and innovative thinker with two decades of experience in digital marketing, Social Media, Customer Relationship Management (CRM), and demand generation. Strengths include a deep understanding of integrated marketing strategies and tactics; experience in building successful operations; an aptitude for developing innovative digital/social/mobile programs; strong technical understanding; and a media-independent approach to planning.

Skills

- Developing effective global interactive marketing strategies, to include digital communication planning with a strong technology component, and extensive experience with Social Media, Search Engine Marketing (organic and PPC), email marketing, lead generation and nurturing, CRM applications, analytics, and user experience planning
- Specific experience and knowledge in developing customer relationships and generating business growth for a wide variety of clients, including Emerson Corporation, Solo Cup, DeVry University, Abbott Laboratories, Siemens Corporation, and the National Restaurant Association
- Aligning interactive marketing objectives across diverse internal and external clients, including senior management at business unit and corporate levels, marketing communications teams, product managers, and dealer/distributor channels

Professional Experience

Senior Manager, Digital Marketing • **LiftMaster** Elmhurst IL 4/14 – present

- Currently lead the digital/social/mobile team for world's top manufacturer of professionally installed garage door openers, gates, and access systems
- Increased online business customer purchases via Dealer Extranet by 18% and consumer direct purchases via public ecommerce site by 28% in 2014
- Launched revitalized Social Media program, increased audience size by 10% and engagement by 44%
- Rebuilt consumer facing website (LiftMaster.com) with new CMS platform (Kentico); completely new visual and user experience design; upgraded e-commerce functionality; search-optimized content and technical structure; and improved analytics plan and metrics

Vice President, Social Media and Digital Solutions • **Symmetri Marketing Group** Chicago IL 6/11 – 4/14

- Digital/social group lead for privately held marketing agency with specific responsibility as primary strategist and account planner
- Launched agency social media practice with new business wins at Emerson Electrical Products division and Schawk, Inc. and built monthly revenue to average over \$40,000 in program management and project work (audits, research, and strategy)
- Grew the digital team from two fulltime staff to a total of 8 (within an agency of 23 people)
- Member, Executive Management Team
- Increased digital revenue, as a percentage of overall income, each year under my leadership, from approximately 48% in 2011 to 68% in 2013
- Increased monthly utilization average for digital/social team members to over 78%

Senior Vice President, Digital • **Fleishman-Hillard** Chicago IL 10/09 – 5/11

- Served as acting Digital Group lead for Chicago office of global public relations agency; thought leader for digital communications and social media strategy, tactics, and technology.
- Consistently led or contributed to significant new business pitches, leading to wins including AVIVA Insurance, Follett Higher Education Group, Solo Cup Company, Abbott Nutrition, and National Restaurant Association totaling over \$500,000 revenue
- Served on the Senior Leadership Team, responsible with the General Manager for operation of the Chicago office, including policy/practices development, business growth; and employee recruitment and professional development
- Promoted to SVP after eight months
- Named Co-Chair of Agency-wide B2B Marketing Practice Group after only six months with the agency

Director, Interactive Initiatives • **ARENDS** Oak Brook IL 5/07 – 10/09

- Created agency role as digital strategist and thought leader in privately held B2B communications agency
- Grew interactive billings by 33% within first year
- Key role on new business wins with Siemens, Tyco (Allied Products), Powers Water Technology, and SleepQuest (sleep apnea testing and treatment)

Director of Client Services • **Siren Interactive** Oak Park IL 11/06 – 5/07

- Leader of production and technical support teams for interactive healthcare agency
- Implemented agency-wide resource and workflow management system, resulting in improved project management efficiencies, better expense and utilization tracking, and more informed business decisions based on operating data
- Developed Search Engine Optimization service offering specialized for pharma clients and FDA approval; grew SEO revenues by 67% within six months

Production Director • **Technotribe Communications** Chicago IL 5/00 – 11/06

- Managed interactive project teams via creation of detailed and accurate project descriptions, estimates, functional and technical specifications, schedules, timelines, and written status reports throughout the web site development process.
- Also managed web hosting network including web servers (Linux and Windows), application servers, email, and test/certification environments
- Solutions architect for interactive web applications for clients including DeVry University, Philips (Professional Lighting Group), Kammann Machines

Resource Manager • **Caribiner International/Motivation Media** • Chicago IL • 12/97 -- 5/00

- Managed operations, business development, and profitability for Video, Graphics, and Imaging Groups for corporate communications agency
- Producer of film/video, digital media, print, and live event projects

Early Professional Experience

Independent Consultant • **Film and Tape Works** • Chicago IL • 7/97 -- 12/97

- Directed new business development initiative concurrent with opening new post-production facility
- Created and implemented marketing program and materials

Operations Manager, Producer • **Filmworkers Club** • Chicago IL • 9/93 -- 7/97

- Directed daily operation of high-end digital video post-production facility
- Line produced TV commercial and corporate film/video post-production projects, including budget development, client interaction, and internal team management

Project Manager • **Optimus** • Chicago IL • 6/93 -- 9/93

- Project Manager for TV commercial and corporate film/video post-production projects, including budget development, client interaction, and internal team management

Post-Production Supervisor, Scheduler • **Editel Chicago** • Chicago IL • 1/92 -- 6/93

Production Assistant • **Freelance Film/Video** • Seattle WA and Chicago IL • 6/90 -- 1/92

Division Officer • **US Navy** • San Diego CA and Seattle WA • 6/86 -- 6/90

Education

Bachelor of Science in Speech • Northwestern University • Evanston IL
Major: Film/Video Production • Minor: Writing for the Media

Personal and professional references available on request.