

Brian Joesse

1151 Newton Court • Batavia IL 60510 • phone 331.223.5742 • email: brian@brianjoesse.com

Proven leader and innovative thinker with extensive experience in demand generation and customer relationship management (CRM). Strengths include a deep understanding of B2B marketing strategies and tactics; experience in building successful operations; an aptitude for developing innovative marketing communications programs; strong technical understanding; and a media-independent approach to planning.

Skills

- Developing effective global 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, analytics, and user experience planning
- Developing customer relationships and generating business growth in a wide variety of vertical markets and for global brands including LiftMaster, Emerson, Solo Cup, DeVry University, Abbott Laboratories, Siemens, and Baxter Healthcare
- Aligning 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

Marketing Communications Manager • **Chamberlain Group Inc.** Oak Brook IL 2/18 – present
Leader of Marketing Communications team and senior marketing strategist for two of four lines of business within CGI: LiftMaster Perimeter Access Systems and Automotive Connectivity Solutions.

- Developed and deployed advertising and communications strategies that led to over 10% YoY sales growth across 2018 in gate operators, access control systems, traffic control solutions, and gate hardware (\$100MM+ business)
- Managed \$1.2MM budget and drove tactics across digital and traditional advertising, email and CRM, Search Engine Marketing, trade show and experience marketing, public relations and influencer outreach, and sales support collateral
- Personally drove key organizational initiatives to research and select Product Information Management Systems (PIMS) in support of a product catalog application, and to manage external vendor in a customer data improvement effort that updated over 50% of contact records

Senior Manager, Digital Marketing • **Chamberlain Group Inc.** Oak Brook IL 5/14 – 2/18

- Directed configuration and implementation of Salesforce Marketing Cloud and Pardot email/CRM platforms (\$600K budget) including strategy planning, audience segmentation, data governance strategy, business process identification, journey mapping/automation flow, and content development
- Conducted two major website development and ecommerce platform implementations with \$2MM + budgets on both consumer-facing website and dealer portal, including completely new visual and user experience design; upgraded e-commerce functionality; search-optimized content and technical structure; and improved analytics plan and metrics

- Produced consistent year over year increases in consumer ecommerce sales, including 31% growth in 2016, through strategic omnichannel campaign activity, improved shopper user experience, and increased CRM sophistication and touchpoint optimization
- Leveraged improved Dealer Extranet technical structure, experience design, and content strategy to increase B2B ecommerce sales consistently from year to year, including 18% growth in 2016
- Formulated and managed \$2MM+ annual budget for digital programs, including web operations, CRM, SEM, and inbound marketing; and managed internal team members and external agency relationships; developed and maintained relationships with business partners at different levels (executives, middle-management, Key Users) to develop, align, prioritize and set expectations for digital initiatives

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 revenue to over \$40,000/month 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)
- 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 (Radio/TV/Film Production) • Northwestern University • Evanston IL