

BRIAN KIRBY

Digital Marketing Specialist

SUMMARY

Highly experienced skilled marketing leader with extensive experience crafting and executing innovative social media and PPC campaigns, complemented by exceptional content creation skills. Proficient in leveraging research, analytics, and audience targeting across diverse platforms to drive engagement and conversion. Adept at articulating complex strategies to clients across various industries, ensuring clarity and alignment. Committed to enhancing user experiences to boost ROI and lead quality. Proven track record in managing multi-million-dollar budgets, delivering impactful results for major industry players.

WORK HISTORY

2017 - Present **THE BANBURY GROUP, LLC**
DIGITAL MARKETING CONSULTANT - Owner

Single-owner LLC that became a full-time business with the addition of premium clients, including Alexander Mann Solutions, Synchrony Financial, Pets Best Insurance, Merck, ATOS, and Rolls Royce. Creates dynamic international marketing campaigns, websites, branding, presentations and print collateral for a diverse roster of B2B, B2C and Recruitment Marketing clients and enterprises ranging from Fortune 500 to small business. Online and influencer campaigns have gone viral, becoming top trending topics, and resulting in explosive ecommerce sales.

- Social media brand management, content creation.
- Meta campaigns.
- Google Ads campaigns.
- YouTube ad campaigns.
- Ad creative development, including copywriting, image, and video assets.
- Audit and consult on existing PPC campaigns to maximize ROI.
- Integrate with client ATS, CMS and CRM systems.
- Optimize UX and lead funnels.
- PR, media relations and viral marketing.
- Entrepreneurial business management.
- Product development, branding, and ecommerce marketing.
- Prepares contracts and scopes of work for a variety of client projects.
- eCommerce sites and graphic designs for Shelf Life Clothing Co. featured by a wide variety of media – including The Daily Show, NBC Sports, CBS Sports, ESPN, The Plain Dealer, Salt Lake Tribune, American Idol, The Toronto Star, Huffington Post, Spin Magazine, The Daily Dot, and Dime Magazine. My t-shirt graphics and their viral/cultural impact were a lead story on Forbes.com.
- A recent Synchrony Financial Meta campaign to recruit bilingual customer service candidates in several U.S. markets outperformed WordStream's Employment Industry averages by 435%. WordStream shows the same volume of clicks Synchrony received for under \$100K would have cost \$3.7M with their Facebook ad performance benchmark averages.

2015 - 2017 **Aztek**
LEAD DIGITAL MARKETING MANAGER

As lead paid digital manager, budgeted and managed B2C and B2B digital marketing campaigns for an assortment of client businesses and product types, including fashion eyewear, body care, furniture, air

tools, industrial lighting, interior design, pet products, outerwear, jewelry, HR services, software, industrial supplies, and promotional food and beverage products.

- Managed all Google, Facebook, Amazon, Bing, and LinkedIn paid ad campaigns.
- Integrated a variety of ecommerce and CRM platforms.
- Implemented CallRail phone tracking to measure inbound leads, offline conversion tracking and discover insights.
- Worked closely with Google reps to strategize campaigns and present pitches to clients.
- Managed paid marketing for Peepers Eyewear for influencer campaign in support of selection to Oprah's Favorite Things list.

2006 - 2015

NAS Recruitment Communications
SENIOR DIGITAL MARKETING MANAGER

As lead paid search, display, and social media strategist, planned, budgeted, and executed marketing campaigns for a portfolio of premium clients, including Toyota, Taco Bell, Wendy's, McDonald's, Dannon, Nestlé, Applebee's, Macy's, multiple health systems, and other Fortune 500 companies.

- Managed multi-million dollar spends with a roster of 40+ clients.
- Guided Taco Bell's Google campaign to a growth of over thirteen times the number of monthly clicks in 3 years, with a conversion rate over 30%.
- Increased McDonald's Google campaign quarterly click volume by 2,219.75% for the same cost within two years.
- Client-facing speaker and educator.
- Project management for ad creative, landing page optimization, social and PPC campaigns.
- Senior Proofreader & Copy Editor.
- Worked closely with Google and Facebook representatives.
- Joined sales team to run presentations and pitch to prospective clients.

CORE COMPETENCIES

Digital Marketing

- Google Ads Certified
- Digital Marketing Strategy
- Social Media Strategy
- PPC Campaign Management
- Meta Ads (Facebook/Instagram Ads)
- Bing Ads
- Twitter Ads
- LinkedIn Ads
- Reddit Ads
- TikTok
- Snapchat
- E-Commerce
- Email Marketing
- PPC management and research tools – including WordStream, Acquisio, SpyFu
- Bluesky Social

Analytics & Optimization

- Google Analytics
- Offline Conversion Tracking – including CallRail
- Event Promotion
- UI Design

- Keyword and Audience Research and Targeting
- Performance Optimization

Design & Tools

- WordPress
- Adobe Creative Suite
- MS Office, Excel – including SUMIF, COUNTIF and Vlookup, indexing, data visualization
- Procreate
- Canva
- Productivity Tools – including Slack, Discord

SOFT SKILLS

- Client Relations
- Project Management
- Team Leadership
- Public Speaking
- Media Relations
- Budget Planning
- Financial Management
- Entrepreneurial Business Management
- Research and Analytical Skills

ASSOCIATIONS

- **Member of the Society of Children's Book Writers and Illustrators**
Social Media Manager for the Ohio: North region.

EDUCATION

FORDHAM UNIVERSITY | BRONX, NY
Bachelor of Arts – Communications / English Literature

PORTFOLIO

- BrianKirby.net