Brian Kirby

SENIOR PAID MEDIA MANAGER | PAID SOCIAL | PERFORMANCE MARKETING
Berea, OH

PROFESSIONAL SUMMARY

Digital marketing and advertising professional with 20+ years of experience developing and executing integrated marketing strategies that drive brand awareness, audience engagement, lead generation, customer acquisition, and business growth. Experienced in developing full-funnel campaigns across paid search, paid social, display, video, and other digital channels, with a strong focus on audience strategy, creative development, conversion optimization, campaign performance, and measurable results.

Combines strategic thinking, data analysis, creative problem-solving, and hands-on campaign management to translate business objectives into effective marketing programs. Experienced managing multimillion-dollar advertising budgets, leading multiple client engagements, collaborating with cross-functional teams, and presenting strategic recommendations to senior stakeholders. Industry experience includes healthcare, recruitment, B2B, professional services, consumer marketing, employment branding, and e-commerce.

CORE COMPETENCIES

Digital Marketing Strategy • Integrated Marketing • Paid Media Strategy • Campaign Management • Audience Strategy & Targeting • Full-Funnel Marketing • Lead Generation • Customer Acquisition • Digital Advertising • Paid Search • Paid Social • Display Advertising • Video Advertising • Creative Strategy • Landing Page Optimization • Conversion Rate Optimization • A/B Testing & Experimentation • Performance Analytics • Attribution & Conversion Tracking • Budget Management • Vendor Management • Marketing Reporting • Cross-Functional Collaboration • Google Ads • Microsoft Ads • Meta Ads • LinkedIn Ads • YouTube • Reddit • GA4 • Google Tag Manager • Looker Studio • CRM & Marketing Automation • AI-Assisted Marketing

PROFESSIONAL EXPERIENCE

The Banbury Group, LLC - Founder & Paid Media Lead | Dec 2017–Present

Lead digital marketing and paid media strategy for clients across recruitment, healthcare, professional services, consumer marketing, and other industries. Develop and manage campaigns from audience research and strategic planning through creative development, execution, optimization, analytics, and reporting.

- Develop integrated digital marketing and paid media strategies aligned with business objectives including lead generation, customer acquisition, talent attraction, brand awareness, and growth.
- Plan, launch, manage, and optimize multi-channel campaigns across Google Ads, Microsoft Ads, Meta, LinkedIn, YouTube, Reddit, and other digital platforms.
- Develop audience strategies using demographic, geographic, behavioral, interest, search-intent, market, and first-party data to reach relevant audiences and improve campaign performance.
- Manage campaigns throughout the full marketing funnel, coordinating audience strategy, messaging, creative, landing pages, conversion paths, tracking, optimization, and reporting.
- Manage multiple client engagements, advertising budgets, vendors, stakeholders, and competing priorities while maintaining strategic alignment and campaign quality.
- Manage six-figure annual advertising budgets, allocating spend based on campaign performance, audience opportunity, business priorities, and growth objectives.
- Partner with clients, creative teams, web developers, sales teams, talent acquisition teams, and other marketing stakeholders to develop and execute integrated campaigns.

- Develop and optimize landing pages, messaging, creative concepts, conversion paths, and campaign experiences to improve engagement and conversion performance.
- Conduct structured testing of creative, messaging, audiences, keywords, bidding strategies, landing pages, and conversion funnels to identify opportunities for improvement.
- Analyze CTR, CPC, CPA, conversion rates, ROAS, attribution, audience behavior, market trends, competitive activity, and funnel performance to guide campaign decisions and strategic recommendations.
- Develop GA4, Google Tag Manager, and Looker Studio reporting solutions that provide clients and stakeholders with actionable visibility into campaign and conversion performance.
- Optimized an oncology recruitment campaign for Merck, achieving a 43% lower cost per click than the projected employment advertising benchmark and more than 57% lower CPC than the Health & Medical category average.

Aztek - Lead Digital Marketing Manager | 2015–2017

Led digital marketing strategy and execution for client accounts, integrating paid media, audience strategy, creative, analytics, and conversion optimization to support business and marketing objectives.

- Developed integrated digital marketing strategies designed to increase qualified lead generation, audience engagement, and campaign performance.
- Translated client business objectives into audience-focused marketing strategies, channel plans, campaign structures, messaging, and measurable performance goals.
- Managed paid search, paid social, and other digital campaigns while balancing audience reach, conversion objectives, budget requirements, and performance goals.
- Partnered with creative, web development, account management, and marketing teams to develop cohesive campaigns and digital customer experiences.
- Implemented analytics, conversion tracking, and attribution solutions to improve visibility into campaign performance and the customer journey.
- Analyzed campaign and audience data to identify performance trends, optimization opportunities, and recommendations for improving efficiency and conversion volume.
- Managed multiple client campaigns, budgets, priorities, and deadlines while providing strategic guidance and performance reporting.
- Leveraged a brand's inclusion in Oprah's Favorite Things as an opportunity for paid digital promotion, extending the reach of earned-media recognition through targeted advertising, creative, and messaging.
- Presented campaign results, insights, and strategic recommendations to clients and internal stakeholders.

NAS Recruitment Communications - Senior Digital Marketing Manager | 2006–2015

Led digital advertising strategy for major healthcare, consumer, and employment-brand clients, managing large-scale campaigns and multimillion-dollar annual advertising budgets across diverse audiences and markets.

- Led digital advertising strategy and execution across multiple client accounts and industries, managing multimillion-dollar annual advertising budgets.
- Developed and optimized paid search, paid social, display, and other digital campaigns based on audience insights, performance data, client objectives, and budget requirements.
- Managed campaign strategy from audience research and targeting through creative development, landing pages, launch, optimization, reporting, and performance recommendations.
- Increased Google Ads clicks by 2,219% for a lead-generation campaign by identifying landing-page gaps and implementing strategic optimization, audience analysis, and data-driven experimentation.
- Developed audience-focused strategies for distinct customer, consumer, employee, and talent segments across geographic markets and business objectives.
- Served as lead digital strategist for major brands including McDonald's, Toyota, Taco Bell, and Nestlé, translating business and marketing objectives into targeted digital advertising strategies.
- Directed digital advertising programs for major healthcare organizations including Barnes-Jewish Hospital, West Penn Allegheny Health System, St. John's Hospital, HealthSouth, and City of Hope.

- Developed campaigns spanning multiple stages of the customer or candidate journey, coordinating targeting, messaging, creative, landing pages, tracking, and performance analysis.
- Presented campaign performance, audience insights, strategic recommendations, and optimization opportunities to senior client and executive stakeholders.
- Partnered with sales, creative, account management, and marketing teams to develop campaign strategies, solve performance challenges, and support long-term client relationships.
- Managed multiple concurrent campaigns, deadlines, budgets, and stakeholder priorities in a fast-paced agency environment.

EARLIER EXPERIENCE

Senior Proofreader / Copy Editor
Marketing & Communications

Provided proofreading, copy editing, quality control, and marketing support for print and digital communications, websites, reports, proposals, and client materials for organizations including the U.S. Army, Mayo Clinic, Wendy's, Target, Verizon Wireless, Penn State, Freddie Mac, United Airlines, and Caterpillar.

EDUCATION & CERTIFICATIONS

Fordham University
B.A., Communications & English Literature

Google Ads Certification

ADDITIONAL EXPERIENCE & INTERESTS

Author-Illustrator - Represented by Bradford Literary Agency

Creative professional with experience in writing, illustration, visual communication, and developing concepts for children's publishing.