



Brian McDonald

Senior marketing communications professional with solid marketing strategy, digital and interactive expertise. Developing marketing communications business processes that deliver real ROI and increase awareness and business development. Interactive and digital marketing strategic planning and campaign design and management with an eye on emerging technologies.

CONTACT

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WORK EXPERIENCE

SciQuest

Digital Marketing Manager

January 2012 – May 2013 | Cary, NC

- Responsible for the successful deployment and management of SciQuest's digital marketing strategy, including driving all online marketing programs to support the brand and growth of SciQuest.
- Microsite and mobile application development for annual user group event.
- Continuous improvement of website performance, landing page optimization and increasing qualified traffic and associated web leads.
- Strategy and management of corporate social media, content marketing and video production.
- Developed and launched SEO, SEM, PPC campaigns. Established web analytics goals.

MedThink Communications

Digital Account Supervisor

June 2011 – December 2011 | Raleigh, NC

- Helping clients understand how to align their business strategy to a digital strategy and what it requires from an organizational and a technical perspective.
- Improving overall digital process & workflow, including estimating scope and staffing, engaging various roles and responsibilities throughout project lifecycle, deliverables, and working with internal and/or external execution teams responsible for technology.
- Typical projects include website and microsite design and development, email marketing, CRM and analytics tracking and integration, conversion optimization, and ROI definition.

Zencos Consulting

Marketing Director

February 2006 – April 2010 | Cary, NC

- Strategic marketing development, planning and implementation for business intelligence consulting services lead generation from Fortune 500 customers.
- SEO/SEM, email marketing and CRM integration for lead generation and customer segmentation analysis to create vertical market strategies.
- Established PR program and spearheaded Inc. 500 and Triangle Fast 50 awards submissions.

Motor & Equipment Manufacturers Association

Web Marketing Director

April 2000 – February 2006 | RTP, NC

- Project management for all phases of design and ongoing maintenance of 10+ internal/external organizations' ecommerce websites and back-office applications including content management system, online event planning and registration and outbound email marketing channels.
- Designed data standardization and consolidation methodology to simplify management of multiple SQL Server CRM databases across market segments delivering over 500% ROI on software and services. Resulting framework allowed for integrated reporting with financial Great Plains/Dynamics reducing billing cycles and increasing revenue.
- Created email marketing of newsletters, meeting invites and other outbound communications reducing print production and postage costs by more than 350%.
- Facilitated cross-functional collaboration and training program to achieve website program goals, to discern and respond quickly to emerging business needs, and to market new website features to customers. Annual site traffic increased by over 180%.
- Supported online efforts for five international offices in Europe, Latin America (2) and Asia-Pacific

	<p>(2) regions. Domestically supported Washington, DC, Detroit and Kansas City office staff.</p> <ul style="list-style-type: none"> Website analytics and reporting models developed for individual sites according to needs and goals of each organization. <p>Huffman Corporation Marketing Communications Director July 1998 – April 2000 Clover, SC</p> <ul style="list-style-type: none"> Developed product positioning, branding and corporate identity through effective marketing collateral, website content, videos and sales tools. Integrated marketing communications to generate sales leads accounting for 25% increase in sales revenue during first year. Content management for corporate website. Identified target publications and websites for advertising; negotiated rates for ad space; wrote copy, graphic design and layout. <p>Price/McNabb Focused Communications Account Executive November 1997 – July 1998 Charlotte, NC</p> <ul style="list-style-type: none"> Project management for all account activities including public relations, copywriting and collateral development for all divisions of Square D including OEM, industrial, commercial and residential construction markets. <p>Business-to-Business Marketing Communications Public Relations Executive June 1996 – November 1997 Raleigh, NC</p> <p>Amdocs Documentation Manager August 1995 – June 1996 Cary, NC</p> <p>Exide Electronics Technical Writer May 1994 – June 1995 Raleigh, NC</p> <p>Relay Technology Marketing Communications Coordinator October 1990 – May 1994 Vienna, VA</p>
EDUCATION	<p>North Carolina State University BA, 1990—Communication and Public Relations Product Management Professional (PMP), September 2008</p>
TECHNICAL SKILLS	<p>Web: HTML, PHP, MySQL, JavaScript, Wordpress, Google (AdWords, Analytics) Layout and design: Adobe (Dreamweaver, InDesign, Illustrator, Photoshop, Fireworks, Acrobat); Other: MS Office: (Word, Excel, PowerPoint) Access, Outlook, Project, Salesforce, Marketo, Eloqua</p>
LEADERSHIP	<p>American Marketing Association, Triangle Chapter President July 2011 – July 2012 Raleigh, NC Vice President, Newsletter and Social Media July 2008 – July 2011</p> <ul style="list-style-type: none"> Responsible for publishing chapter news and content via newsletter, blog, Facebook, Twitter, YouTube and SlideShare channel and other social media tools. Awards received include Turnaround Chapter of the Year (2009-2010) and National Chapter of the Year Second Runner-up (2010-2011), Leadership Merit Award (2011-2012)
MARKETING EXPERIENCE	<ul style="list-style-type: none"> Online Marketing (Expert, 15 years experience) Website Development (Expert, 15 years experience) Web Analytics (Expert, 10 years experience) Social Media (Expert, 5 years experience) Information Architecture (Advanced, 10 years experience) Organic Search (Advanced, 10 years experience) Email Marketing (Advanced, 10 years experience) Marketing Strategy (Expert, 15 years experience) Graphic Design (Advanced, 10 years experience) Marketing Communications (Expert, 20+ years experience) CRM (Expert, 15+ years experience)