

David Brindley

CONTACT

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817-598-8556

Access to DFW Area

TECHNOLOGIES

Google Analytics

Google Adwords

Marketo

Adobe Campaign

Adobe Analytics

Sharepoint

Basecamp

Quickbooks

Endeca Search

Hawk Search

TeamGantt

Function Point

Agile Scrum

CERTIFICATIONS AND AWARDS

Google Analytics Certified

Allied Bravo Award

EDUCATION

Public Relations and Advertising

University of Texas at Arlington

PERSONALITY

ENTP – Myer's Briggs

Eternally Optimistic

Coffee Enthusiast

Founder, Bike Friendly Deep

Ellum

PROFILE

Experienced B2B ecommerce and marketing professional with over 7 years' experience. Lead a team to drive sales growth through multiple customer acquisition channels including digital media, email, branding, paid search, and on-site merchandizing. Accomplished at leading digital transformation within an ecommerce organization and creating best-in-class customer experiences.

EXPERIENCE

MARKETING MANAGER

Allied Electronics & Automation

Fort Worth, TX ▪ June 2014 – Present

Lead a team of 5 direct reports to create and execute digital and traditional marketing programs on behalf of 80+ partnering brands in an effort to increase new customer growth and web traffic.

- Drove 12% increase YoY in overall web traffic, exceeding goal by 4%, for partnering brands in 2017
- Owned and managed P&L budget of more than \$2.4 million in combined advertising budgets across 80+ partnering brands
- Scaled output of marketing team 10x through agile marketing implementation, resulting in \$1.5M in incremental top-line revenue
- Drove an 8% increase in Click-Through-Rate, and 10% increase in Open Rate across a list of 250K+ subscribers through deliverability and design analysis and subject line testing
- Drove 2% YoY increase in product views through keyword-driven advertisements
- Implemented automated Abandoned Cart program and Welcome nurture stream generating \$400K in additional sales per year
- Project lead overseeing successful implementation of Marketo marketing automation platform from Oracle Responsys
- Developed customer-keyword report to guide development of product-category advertising campaigns
- Created "How Do You Test That?" associated sell campaign resulting in \$60K increase in category products over 90 days

MARKETING CAMPAIGN MANAGER

Allied Electronics & Automation

Fort Worth, TX ▪ June 2010 – 2014

- Increased social followers 10X across 12 months
- Developed, planned, and wrote advertising content for various partnering campaigns
- Interviewed CEO and sales managers to write content and success stories for monthly employee newsletter