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PORTFOLIO

# BRIAN McELWAIN

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## SKILLS

Marketing leader with 16+ years turning messy data into clean growth across paid media, SEO, CRO, and lifecycle. Data actually whispers if you listen. I build strategies that read like stories and perform like systems, writing for algorithms and humans. Known as the “gap-closer,” when a tool, script, or process doesn’t work, I learn it, build it, and implement the result.

## EXPERIENCE

### LendSuite Marketing — Remote

Digital Marketing Manager | Dec 2024 – Sep 2025

- Rebuilt four optimized websites, solo, boosting traffic by 42% and lead generation by 18%.
- Designed and launched Google Ads campaigns that produced 77 qualified leads in 6 months.
- Improved email marketing CTR by 22% using segmentation, A/B testing, and targeted content.

### FatRabbit Creative, Chester, NJ (Hybrid)

Marketing Manager | Oct 2023 – Aug 2024

- Managed and mentored a 4-person marketing team delivering multi-channel campaigns.
- Increased website conversions by 27% through integrated PPC, SEO, and content strategies.
- Achieved a 47% lift in ROI by optimizing ad spend across search and social platforms.
- Expanded organic traffic by 30% through a StoryBrand-driven web refresh and SEO content.

### Dryp Marketing, Remote

Marketing Director | Mar 2020 – Oct 2023

- Directed \$100K+ monthly ad budgets, generating \$620K/month in revenue.
- Increased conversion rates by 180% through funnel optimization and performance testing.
- Boosted customer lifetime value by 21% with personalized content and engagement campaigns.

### Roysons Corporation, Rockaway, NJ

Marketing Manager | Mar 2020 – Oct 2023

- Designed strategic initiatives that lifted sales by 11% and increased web traffic by 22%.
- Enhanced lead generation by 25% with high-impact sales and marketing tools.
- Achieved 27% higher trade show conversions through booth redesign and targeted campaigns.

## EDUCATION

### Hofstra University, Hempstead, NY

BA Marketing | Sep 2005 – May 2009

## AWARDS

Guest articles in recognized outlets (Think with Google, Adweek Voice, WARC—as applicable).

Company awards (President’s Club, Founder’s Award) with business impact.

Community leadership (chapter board roles at AMA/IAB/AAF).