

# Brian McElwaine

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## Professional Summary

A results-oriented marketing leader with a proven track record of driving significant growth and engagement across multiple channels.

Spearheaded campaigns that boosted monthly website conversions by 25%, social media engagement by 40%, and client revenue by 20% at FatRabbit Creative. Adept at leveraging data-driven insights to optimize PPC ad campaigns and enhance overall marketing strategies, resulting in a 50% increase in ROI. Expert in creating high-impact content strategies that resonate with target audiences and deliver measurable results.

## Skills

- **Cross-Channel Performance Marketing**
- **Holistic SEO Strategy**
- **Advanced Data Analysis**
- **Google Analytics 4 Expertise**
- **Campaign Strategy & Planning**
- **Performance Max Management**
- **Project & Team Management**
- **Meta & TikTok Ads**
- **Marketing Automation**

## Experience

### FatRabbit Creative

Marketing Manager | October 2023 – August 2024

- Managed a team of 4 marketing professionals, driving team performance and delivering integrated marketing strategies that increased monthly website conversions by 27%.
- Increased Marketing ROI by 47% through the development and execution of multi-channel campaigns, leveraging data-driven insights to optimize PPC and social media strategies.
- Boosted social media engagement by 41% through the creation and optimization of campaign content, focusing on SEO and filling content gaps.
- Led the development of marketing assets including videos, carousels, and static images, resulting in a 39% increase in campaign effectiveness.
- Achieved a 23% growth in client revenue by presenting quarterly marketing strategies that aligned with business objectives and delivered measurable results.
- Conducted monthly meetings with clients to provide actionable insights and recommendations for SEO, content strategy, and overall marketing improvements, enhancing client performance by 35%.
- Enhanced email marketing performance, increasing open rates by 15% and CTR by 21% through targeted email campaigns informed by detailed analytics.
- Improved website UX and SEO performance by applying StoryBrand principles to web content, resulting in a 30% increase in organic traffic.

# Dryp Marketing

## Marketing Director | March 2020 – October 2023

- Led and developed a team of 8 marketing professionals, fostering a collaborative environment and driving team productivity to exceed business goals.
- Generated \$620K in monthly revenue through the execution of high-impact digital campaigns on Google AdWords, Facebook, and Instagram, managing budgets up to \$100K/month.
- Boosted conversion rates by 180% by optimizing marketing funnels and utilizing data-driven reporting to enhance client ROI.
- Drove a 21% increase in customer lifetime value by implementing content knowledge bases and personalized engagement strategies, ensuring sustained client retention.
- Spearheaded targeted SEO campaigns focused on high-volume long-tail keywords, achieving 5,000 new unique visitors and 95 new customers monthly within six months.
- Amplified brand effectiveness and outreach through innovative communication initiatives, building robust branding strategies that resonated with target audiences.
- Developed referral programs and promotions that strengthened customer loyalty and drove new student acquisition, contributing to overall business growth.

# Roysons Corporation

## Marketing Manager | August 2017 – March 2020

- Managed marketing operations and led a cross-functional team to develop and implement strategic marketing initiatives, resulting in an 11% increase in sales and a 22% boost in web traffic.
- Enhanced business operations and sales by 8% through the analysis of industry trends and marketplace data to inform marketing strategies.
- Boosted lead generation by 25% through the development of creative sales tools, including presentations, trend reports, and product data sheets.
- Increased trade show conversions by 27% by designing and managing effective trade show booths, logistics, and follow-up communications.
- Raised brand awareness by 30% through the management of comprehensive internal and external marketing campaigns, supporting overall business growth.

# Education

## Hofstra University

- Hempstead, NY
- August 2005 – May 2009
- B.A. Marketing

# Certifications & Awards

- StoryBrand Certified while at FatRabbit Creative