
Brad A. Nash

Dallas / Fort Worth, Texas ♦ resume@bradnash.com ♦ www.bradnash.com

Summary

- ❖ Strategic business leader with 18 years of experience in traditional and digital marketing
- ❖ Built a strategic digital and ecommerce department of 25 employees from the ground up
- ❖ Managed small to large PPC, display, and digital campaigns with budgets ranging from \$50K to \$2MM annually
- ❖ Hands on experience executing digital, mobile, video, and social media programs
- ❖ Launched and replatformed numerous multi-million dollar eCommerce websites
- ❖ Involved in multiple major brand re-launches and brand management
- ❖ AoE: Leadership, management, marketing strategy, consumer marketing, digital marketing, CRM, SEO, PPC, analytics, social media (paid and organic), analytics, video production, retail, ecommerce, technology, and more

Experience

Ackerman McQueen, Dallas, TX

December 2017 – Present

Vice President, Marketing Strategy

- Lead the social media, paid media, video marketing, and CRM strategy for the agency's largest client
- Hired to overhaul and grow the agencies underperforming digital marketing department and strategy
- Assisted with the on-board and launch planning for Salesforce Marketing cloud

Army and Air Force Exchange Service, Dallas, TX

December 2016 – December 2017

Vice President, Omni-Channel Marketing

- A member of the senior management team of an \$8 billion retailer with 2,700 big-box retail, food, and convenience store locations on military bases across the globe
- Lead the customer marketing department of 75 employees responsible for marketing strategy, ecommerce merchandising, ecommerce reporting, print production, and graphic design
- Owned and created strategies for website UX, digital store signage, weekly flyers, email, direct mail, and customer experience to drive increased customer satisfaction and increase multi-channel revenue
- Worked with internal IT, an outside agency, and internal stakeholders to launch a new mobile friendly website
- Created the marketing campaign to bring awareness of the new online shopping benefit to 20 million Veterans

Andra Group, LLC, Dallas, TX

August 2016 – December 2016

Customer Relationship Management

- Responsible for advertising, digital marketing, and CRM for an online intimate apparel retailer
- Work was a combination of W-2 and 1099 contract

Avigilon, Dallas, TX

March 2015 – April 2016

Director, Brand and Advertising

- Created and executed multi-channel marketing strategies (print, digital, and social) for a \$500 million dollar B2B security camera company selling in over 120 countries, supporting marketing programs in 11 languages
- Responsible for PPC, SEO, display advertising, and display re-targeting strategy (\$450,000 annually)
- Oversaw the multi-language, international marketing website including customer UX, design, content management, and performance measurement
- Managed all company video production and video marketing
- Created, executed, and measured CRM, direct mail, and email strategies utilizing Salesforce and Eloqua
- Managed the graphic design team and related processes
- Promoted from Manager to Senior Manager to Director
- Managed 5 direct reports

GameStop, Grapevine, TX

June 2012 – August 2014

Director of Marketing, Email, Loyalty, & Life Cycle

- Developed cross-channel communication strategies and implemented related technologies for POS, SMS, mobile push, email, direct mail, social, and other consumer facing channels
- Increased PowerUp Rewards loyalty memberships, sales conversion, and customer engagement with heavy focus on setting GameStop apart as the leader in the gaming industry
- Responsible for the design, development, implementation and maintenance of all aspects of campaign planning, strategy, and analysis to drive traffic and conversion to GameStop stores and GameStop.com
- Evaluated and improved marketing activities through segmentation, testing, targeting, and contact optimization with the goal of increasing customer value
- Reported to the CMO

PFSweb, Plano, TX

September 2009 – March 2012

Senior Manager, Interactive Marketing

- Built PFSweb's in-house digital marketing and strategic services agency from the ground up
- Helped clients like Starbucks, Proctor & Gamble, Lucky Brand, Liz Claiborne, Sunglass Hut, Roots, Juicy Couture, Volcom, Carter's / OshKosh B'gosh, launch their eCommerce websites
- Grew client revenue and profit via SEO, pay-per-click, social media, affiliate programs, comparison shopping engines, site usability, mobile marketing, email, loyalty, and other digital marketing channels
- Hired, managed, and grew the Marketing Services Department from 5 to over 25 employees

Radio Shack, Ft. Worth, TX

February 2009 – September 2009

Senior Marketing Manager - Temporary

- Directly responsible for growing revenue and profit from RadioShack customers
- Hired to overhaul a low performing email marketing program and create new customer retention strategies
- Responsible for creating multi-channel strategies to drive online and in-store sales
- Created strategies to grow the email and direct mail lists while maintaining list quality
- Grew the in-house email marketing database from 400,000 subscribers to 10,000,000 in less than one year

hotels.com, Dallas, TX

January 2004 – January 2009

Senior Marketing Manager

- A leader in the consumer marketing team responsible for increasing revenue, conversion, loyalty, and acquisition
- Developed and executed strategic marketing plans for multiple international websites supporting 12 languages
- Increased annual email revenue from \$25MM to over \$120MM
- Created, executed, tested, and tracked all email messaging for hotels.com and related brands, including bulk emails, dynamic targeted emails, transaction emails, and event triggered emails
- Launched the acclaimed hotels.com welcomerewards™ loyalty program
- Enhanced site usability utilizing focus groups, usability labs, eye tracking, and other research methods
- Part of the re-branding team that took hotels.com from an online aggregator and discounter to the hotel experts

Belo Interactive (DallasNews.com and WFAA.com), Dallas, TX

August 2002-January 2004

Senior Marketing Analyst/Strategist

- Responsible for reporting and business strategies for 34 news & information websites in 18 major U.S. markets
- Defined, developed, and evolved strategic marketing plans
- Analyzed market data from primary, secondary, and syndicated sources
- Analyzed the effectiveness and efficiency of various advertising products and campaigns

SMU – Cox School of Business, Dallas, TX

June 1998 - August 2002

Internet Development Manager, Communications Office, Dallas, TX

- Managed all aspects of the business school's website
- Rearchitected, developed, and maintained the entire Cox website (3,000+ static pages)
- Developed Internet marketing and business strategies

Education & Training

Bachelor of Science, BBA, Marketing, Iowa State University, Ames, IA

May 1997

SMU Certificate Programs:

- First-Line Management Certificate Program (32hrs)
- E-Commerce Program: Foundation and Professional Tracks (192hrs)
- E-Marketing: Leveraging the Internet as a Strategic Marketing Tool (15hrs)
- E-Business: Planning and Developing E-Business Strategies (15hrs)
- Marketing for Marketing Professionals: Developing and Implementing Marketing Plans and Strategies (15hrs)

Activities & Speaking Engagements

- ❖ Speaker, Using Loyalty to Drive Your Business, 2014 Experian Marketing Summit
- ❖ Speaker, Closing the Loop Between Digital and Offline, 2014 Media Post Email Insider Summit
- ❖ Event planning board, Media Post Email Insider Summit
- ❖ Co-developed and co-taught "MKTG 440 eRetailing" for Abilene Christian University
- ❖ Grand Prize Award: ExactTarget Email Program of the Year 2010, hotels.com Call Center Abandon Email
- ❖ Speaker, Email Tracking and Reporting, 2008 ExactTarget Route One-to-One Road Show
- ❖ Speaker, Email, CRM, and Analytics, 2008 ExactTarget Connections Conference

Thank you for your consideration

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