Brad A. Nash

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Summary

- Innovative marketing leader with 15 years of experience in both traditional and online marketing
- Demonstrated ability to create and execute customer marketing programs from the ground up
- eCommerce professional skilled in site usability, user experience testing, and online best practices
- Skilled close-looped marketer able to connect sales and marketing effectiveness across multiple sales channels
- Experience creating and executing CRM, loyalty, and acquisition programs
- Hands on experience executing digital, mobile, and social media programs
- Proficient in the creation and execution of brand strategy

Experience

Avigilon, Dallas, TX — March 2015 – Present

Director, Brand and Advertising

- Create and execute 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)
- Oversee the multi-language, international marketing website including customer UX, design, content management, and performance measurement
- Manage all company video production and video marketing
- Create, execute, and measure CRM, direct mail, and email strategies utilizing Salesforce and Eloqua
- Report effectiveness for all marketing channels throughout the organization
- Manage the graphic design team and related processes
- Promoted from Manager to Senior Manager to Director
- Manage 5 direct reports

GameStop, Grapevine, TX — June 2012 – August 2014

Director of Marketing, Email, Loyalty, & Life Cycle

- Developed cross-channel communication strategies across SMS, mobile push, email, direct mail, social, receipt messaging, and other consumer facing channels for GameStop's 30 million PowerUp Rewards members
- 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 interactive marketing and strategic services agency from the ground up
- Responsible for growing services revenue from existing and prospective clients
- Responded to RFPs, pitched services, and closed sales for the Interactive Marketing Services Agency
- Lead account manager and strategist for key client accounts
- Attracted new customers, increased conversion, and retained customers for PFSweb clients
- Grew client revenue and profit via SEO, pay-per-click, social media, affiliate programs, comparison shopping engines, site usability, mobile marketing, email, and other digital marketing channels
- Performed website best practice audits and in-person website usability testing
- Developed strategic marketing plans for a wide range of clients including: Starbucks, Proctor & Gamble, Lucky Brand, Liz Claiborne, Sunglass Hut, Roots, Juicy Couture, Volcom, Carter's / OshKosh B'gosh, and more
- 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

- 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
- Grew the in-house email marketing database from 400,000 subscribers to 10,000,000 in less than one year
- An integral strategist in RadioShack's rebranding campaign

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
- Developed best practices by testing various products, pricing, placement, and promotional strategies
- Produced, maintained, and adhered to a rigorous campaign calendar for multiple brands
- Enhanced site usability through 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

- Defined problems, collected data and translated the information into business strategies and timely reports for 34 news and 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
- Assisted with the development of product and rollout strategies by evaluating site visitation and industry trends

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
- Rearchitectured, developed, and maintained the entire Cox website (3,000+ static pages)
- Developed Internet marketing and business strategies

Areas of Expertise

Strategic Management, Consumer Marketing, Brand Management, eCommerce, Social Media, Mobile, Email, Database Marketing, Site Usability, Affiliate Marketing, Comparison Shopping Engines (CSE), Search Engine Marketing (SEM), Search Engine Optimization (SEO), Pay Per Click (PPC), Direct Mail, Print, Radio, ExactTarget, CheetahMail, Omniture, Coremetrics, Google Analytics, Demandware, Nielsen//NetRatings, and more.

Education & Training

Bachelor of Science in Marketing, May 1997
Iowa State University, Ames, IA

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)
- Telecommunications Battlefield (15hrs)
- Selling on Value, Not on Price (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
- President, DFW Iowa State Alumni Chapter 2000 – 2008
- Speaker, Database Marketing, 1998 Conference of Management and Executive Development
- Planning Committee, North Dallas Chamber of Commerce Telecommunications Conference – 1998, 1999, 2002