
Brad A. Nash

401 Serenade Lane ♦ Eules, TX 76039 ♦ (214) 529-7558 ♦ resume@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
- ❖ Demonstrated ability to create and execute customer marketing strategies and programs
- ❖ 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
- ❖ Skilled at connecting marketing and technology departments to achieve overall company goals
- ❖ Involved in multiple major brand re-launches and brand management

Experience

Army and Air Force Exchange Service, Dallas, TX December 2016 – Present

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
- Own and create 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

Right Left Right, LLC, Dallas, TX June 2014 – December 2016

Strategic Consulting

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

- 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

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

Areas of Expertise

Strategic Management, Cross Departmental Relationships, Change Management, Building Departments, Consumer Marketing, Brand Management, Product Management, eCommerce, Loyalty, Social Media, Mobile, Email, CRM, Site Usability, Search Engine Optimization (SEO), Pay Per Click (PPC), Direct Mail, Print, Radio, 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)

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

www.bradnash.com