

Brandon Johnson

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PROFESSIONAL SUMMARY

Overview:

- Digital Evangelist & Experience Enabler with 13+ years of Business, Technology, & Marketing acumen.
- Believer of hands-on digital learning & community. Digital lead generator & customer converter.
- Business & Digital Organizer capable of matching strategy, tactic, & performance optimization.
- Competent strategist for Fortune 100 initiatives impacting consumer experience and conversions.
- Full Digital Marketing life cyclist with skills from high-level executive strategy to development coding.

Core Competencies:

- **Digital marketing strategy**
- **Marketing automation** (Hubspot, Eloqua)
- **Email deliverability** (ExactTarget, Mailchimp, SendGrid)
- **SEO/SEM**
- **A/B & MVT** (Omniture/Adobe Site Target)
- **Digital Analytics** (Omniture/Adobe SiteCatalyst, Google Analytics)
- **Brand & business development**
- **Social media marketing**
- **Web design & development** (Wordpress, Drupal, LAMP, Documentum, Broadvision)
- **Executive presentation**

Cultural/Personality:

Team leader and fresh, strategic thinker capable of high-level executive or detailed work. Engaging personality, with knack for people motivation and team building. Competent communicator and thought leader capable of fresh, yet critical insights to digital strategic success. Excellent cultural fit.

PROFESSIONAL EXPERIENCE

Coca-Cola

I.T. Business Services Manager, Digital

('16 – 'Present)

- Support Global Coca-Cola Marketing Platforms, Technologies, & Integrated Marketing Campaigns. Drive project and program management & governance. Select & oversee technology supplier & agency onboarding, manage SDLC processes, and ensure compliance with Coca-Cola information risk management and technology approvals.

Major Contributions:

- Served as Interim Program Manager for development & integration of global collaboration Salesforce platform for Coca-Cola's marketing campaign and innovation workstreams. Oversaw governance, financials, & full agile SDLC processes from technical suppliers, design agencies, and testing suppliers.
- Successfully launched FANTA teen hub, collaborating with and overseeing developing agency in areas of functional & performance testing, hosting, analytics integration, and overall KO vendor governance.
- Manage technology and strategize emerging trends to advance consumer enjoyment & business ROI for World of Coca-Cola online & offline locations in Las Vegas, Orlando, and Atlanta.

PGI**Director, Digital of Marketing Technology****(‘13 – ‘15)**

- Service multiple Marketing channels’ digital business strategy. Drove contractual and implementation strategies for Hubspot, Eloqua CRM, & ExactTarget to drive lead generation and customer converting campaign activities. Oversaw innovative Eloqua Marketing Automation integrations to Salesforce, Oracle SRM, Influitive, Brightcove, & Olark Chat. Manage hosting & webmaster roles for global corporate online presence. Converted company CMS to Wordpress & launched sites in over 20 locales through North America, EMEA, LATAM, & APAC. Managed governance, standardized global analytics, and implemented agile SDLC for Marketing software and online products.

Director, Digital Sales & Marketing**(‘12 – ‘13)**

- Managed Sales & Marketing team to support \$14M online audio & web conferencing business. Oversaw \$1.1M annual SEM / SEO media advertising budget. Grew total customer acquisition by 10% year over year.

Director, Digital/Interactive Marketing**(‘08 – ‘12)**

- Led design and development team responsible for creating online campaigns for lead generation and customer conversion. Launched landing pages for A/B & Multivariate testing. Oversaw email deliverability. Oversaw company’s campaign metrics strategy utilizing Omniture SiteCatalyst tagging (now Adobe) and Google Analytics. Handled analytics vendor relationships and strategies.

Developer & Web Strategist**(‘07 – ‘08)**

- Intermediate skilled PHP & MySQL developer. Updated Documentum content management system.

Major Contributions:

- Conceptualized and created entrepreneurial sales tool with \$1M ROI and 2 Full Time Employee Reduction.
- Delivered customer site supporting 70K employees, powering product access for \$20M annual revenue.
- Led e-commerce, information architecture, user experience, content strategy, and API development. Grew total customer acquisition by 10% year over year while meeting 95% \$14M revenue goals.
- Created digital strategy of multiple e-commerce stores collectively serving over 100K customers with online web sales of \$20M+
- Engaged Global SEO Strategy to include compliance, optimization, and ROI attribution. Improved qtr-to-qtr visibility by 10%.
- Manage staff and development expense budgets of \$498K for core team functionality of design/dev/SEO

LC3 Media Group, Atlanta, GA**(‘05-’07)****Co-Founder & Partner (2005 - 2007)**

- Created strategic direction for multi-cultural, award winning, web marketing & e-commerce group. Drove exponential growth of email lists & community memberships with rich interactivity and user experience. Managed business development deals. Clients, sponsors, and/or advertisers have included Boost Mobile, Warner Bros. Records, Comcast, TVOne, BET, and a host of local niche businesses. Activated digital marketing concepts in both B2B and B2C campaigns.

Major Contributions:

- Grew BlackAtlanta.com Google, Yahoo, & MSN’s SEO to # 1 for strategic keywords.
- Created Video/Virtual Tour Real Estate Landing sites that created a 190% lift in leads compared to regular Realtor Sites. Generated over \$2.3M in Real Estate Sales and over \$14M in listings from lead sites
- Consulted with clients for SEO/SEM, Email Campaigns, PPC, & General Online Presence.
- Segmented email marketing lists to obtain 15 –20% open rates & 3-5% click through metrics.
- Optimized monetization strategies generating \$Thousands via AdSense, Affiliate Marketing, & sponsors
- Created API-driven application for dynamic MYSQL-driven phone hotline for current events
- Strategized/managed independent Georgia Gubernatorial site with Top 3 SEO results garnering traffic of up to 8K visitors/day
- Grew social influence via social communities/networks, forums, email marketing to over 60K participants

NCR.com (Contract), Atlanta, GA**('06)****Online Content Manager (2006)**

- Web Producer in NCR Marketing department enabling B2B product availability in English, French, German, and Dutch translations for Broadvision and Proprietary Marketing CMS Tools.

Major Contributions:

- Managed daily site analytics and enabled usability and information architecture enhancements.
- Sole marketing developer for intranet global collateral databases.
- Responsible for all internal marketing email communications and staff e-learning tools

Primerica , Norcross, GA**('06)****Software Product Analyst (2006)**

- Strategized information architecture and consulted with back-end data teams to convert PC-based sales tools to web-based applications capable of servicing over 100k sales reps.

Major Contributions:

- Studied PC based software flows to design Palm-based functional specifications & mobile user interfaces
- Prioritized production pushes & build schedules
- Created specs to interface legacy data systems with web, PDA, and mobile platforms.

Given Imaging, Norcross, GA**('03-'05)****Support Analyst (2003) Technical Support Supervisor (2004 - 2005)**

- Traveled to Israeli home office train and assist in software and website revisions. Managed team of 4 to increase business revenue through product usage.
- Directed physicians on digital product usage and trained them on making gastrointestinal diagnoses via proprietary data and video systems.

Major Contributions:

- Liaised with marketing department advising online strategy such as domain name acquisition, online lead generation, and storefront development.
- Implemented digital intranet for internal employees. Devised plan for international implementation.
- Composed business and software requirements based on direct physician feedback. Proposed strategies of hospital information system integration.

Roche Diagnostics Corporation, Roswell, GA**('01-'03)****IT Technical & Web Analyst (2003)**

Mastered best practices in integration of Roche's medical instruments and data interfaces into Hospital Information Systems. Performed onsite visits to create protocols for repair & support technicians.

Major Contributions:

- Sole technical content writer and html creator of RoboHelp powered content for software CDs and product websites.
- Awarded Roche Web Developer Certification
- Worked with international headquarters for intranet implementation & document management

Career Note: Prior to 2001, I was making a transition from Student Doctor Johnson at Emory University School of Medicine to a more IT/Technical/Entrepreneurial set of personal opportunities.

Education

Honors: Phi Beta Kappa, Dean's List, Golden Honor Society, 2009 Chairman's Club Winner at PGi
Morehouse College, B.S. Biology, 1996. GPA 3.67/4.0, Magna Cum Laude, PHI BETA KAPPA
Emory University Medical School Matriculation 1996-1999.

References Available Upon Request