

BRANDON LOSACKER

BRAND VOICE + MARKETING STRATEGY | DIGITAL ACQUISITION + METRICS | SOCIAL MEDIA + CREATIVE | CONTENT + SALES

CONTACT



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SKILLS

- Digital Engagement
- Content Creator
- Customer Acquisition
- Lead Generation
- Sales & Advertising
- Brand Strategy
- Google Analytics
- Digital Marketing
- Lead Gen Strategy
- Creative Direction
- Google Analytics
- SEM • SEO • PPC
- Content Management
- Social Media Management
- CRM - HubSpot
- Project Management
- Website & Graphic Design
- Ideation and Concepts
- Video & Editing
- UX / Usability

EDUCATION

Art Academy of Cincinnati
Design
Miami University (Ohio)
Marketing Communication
Cincinnati State
Web & Multimedia Design

My experience in digital marketing and creative multimedia spans over 20 years, crossing between agency and corporate roles. I've worked with C-level executives, designers, strategists, agencies, and marketers of Fortune 500 clients from Amazon to Yamaha. I'm a bust-the-box thinker recognized for thought leadership and digital strategy in support of sales goals and operational objectives. I understand business and communication goals — and translate those into unique, creative solutions — while managing project commitments.

An innovative creative digital marketer highly regarded for expertly developing and executing strategic, marketing plans and successful digital campaigns. Proven track record of strengthening sales and marketing sectors to lead in competitive markets while delivering unique concepts and top-level infrastructure. Versatile web specialist and new customer acquisition expert who drives company growth through creative and innovative marketing strategies. Skilled at analyzing market trends and customer needs to develop highly-effective and targeted marketing campaigns.

EXPERIENCE

Digital Acquisition Manager

Salvagnini America | Hamilton, Ohio (2020-Present)

Develop lead gen marketing efforts using new media and digital tools. Delivered strategic and tactical media acquisition campaign programs as well as support sales with digital engagement, CRM tracking, site visits, and monthly analytics. Developed in-house creative and maintained agency relationships by setting goals, providing media assets, performance feedback, and managing budgets. In one year **increased web traffic by 587% and Display / PPC by over 4400%**. Partnered with Sales to curate content leading to over \$16MM in sales in 2021.

Senior Creative Executive

Razor Marketing & Communications Agency | Montgomery, Ohio (2018-2019)

Served as the agency's "go-to" member for video, design, usability, UX, and multimedia strategy, resulting in significant positive impacts on new and existing business. Effectively strategized and executed innovative marketing / public relations plans by developing and executing various roadmaps for internal and external partners. Maintained client data and marketing information through internal web applications and used social media to maximize client usage of company tools. Manage timelines and communication about creative projects with internal and external clients in an effective manner, consistent with expectations.

Digital Marketing Manager

General Electric / GE Capital / Synchrony Financial | Dayton, Ohio (2004-2018)

Managed and coordinated both internal and agency projects from concept through completion. Collaborated with internal and external clients to create a vision and conceive designs that imaginatively met all stated requirements, implemented unique solutions to manage simultaneous commitments effectively. Built, motivated, and directed design and production teams, ensuring maximum productivity and creativity. Regularly coordinated with third party design firms, consultants, and vendors to ensure all project requirements are delivered within aggressive timelines and budgets. Developed and executed highly effective sales and marketing presentations, garnering new clients and growing revenues for the sales and marketing teams. Managed web and social media content. **Increased visitor traffic 63% and accelerate new product growth 70%** by directing, designing, and developing eye-catching and highly interactive websites. * Ensured brand consistency across and direct access to requested materials for both B2B and B2C prospects. * Developed creative offers, sell pages, HTML emails, ad banners, promotional headers, sweepstakes, and various online promotions that have successfully delivered increased traffic to partners. * Reduced cycle time 50% by building and maintaining detailed digital image repositories. * Established the groundwork for future design builds using template-based solutions.