

BRANDON LOSACKER

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SUMMARY

I am a results-driven marketing professional with a proven track record in developing and executing comprehensive marketing strategies, driving brand growth, and enhancing customer experiences. My goal is to leverage my diverse skill set and expertise to propel organizations to new heights through innovative marketing solutions and strategic leadership.

ABOUT ME

I am an innovative creative marketing leader, celebrated for my expertise in conceiving and executing strategic content and marketing plans that breathe life into successful digital campaigns. With a keen eye for customer acquisition and a profound understanding of enhancing the customer experience, I am the driving force behind company growth through creative and pioneering marketing strategies. My skill lies in decoding market trends and identifying customer needs, allowing me to craft highly effective and precisely targeted marketing initiatives.

EXPERIENCE

Director of Brand Strategy & Customer Experience | Digital Content & Acquisition

Gravity Diagnostics & Gravity+ | Covington, Kentucky (2022-Present)

- Lead, manage, and inspire a cross-functional team of marketers, IT professionals, and agency partners.
- Develop and foster growth for two distinct brands in the at-home health kit market and diagnostic lab services, spanning e-commerce D2C and B2B sectors.
- Achieved an outstanding **+1183% increase in social** media engagement across multiple channels.
- Enhanced **web traffic by 163%** through the implementation of in-house landing pages, video content, and strategic social media campaigns.
- Spearheaded B2B partnerships and brand awareness strategy for TV, Radio, NFL, MLB, NCAA affiliates, generating an average of **5.3 million impressions**.

Senior Digital Content & Acquisition Manager

Salvagnini America | Hamilton, Ohio (2020-2022)

- Spearheaded marketing initiatives employing cutting-edge digital tools and new media.
- Orchestrated strategic and tactical media acquisition campaigns, while providing critical support to the sales team through CRM management, proposal execution, and insightful monthly analytics.
- Developed in-house creative assets and maintained agency relationships, setting performance goals, offering media assets, delivering feedback, and effectively managing budgets.
- Achieved remarkable results within one year, **increasing web traffic** by a staggering 587% and **Display/PPC engagement by over 4400%**.
- Collaborated with the Sales team to curate content, contributing to a sales increase exceeding \$16 million in 2021.

Senior Creative Executive

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

- Held the pivotal role as the agency's primary resource for content, video production, graphic design, web design, usability, and multimedia, delivering substantial contributions to new and existing business endeavors.
- Crafted comprehensive brand identities and strategies for clients in Healthcare, Government, and Educational Institutions.
- Pioneered the belief that **functional design (UI) and Customer Experience (UX)** are as much about behavior and emotion as they are about utility and ease of use.
- Devised and executed innovative marketing and public relations plans, including the development of various collateral materials for both internal and external stakeholders.
- Efficiently managed project timelines and communication with clients, ensuring expectations were consistently met.

Web Content Digital Marketing Manager

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

- Oversaw and upheld **creative content for a website** with a **monthly average of over 50 million visitors**.
- Collaborated closely with both internal and external clients to conceptualize designs that imaginatively fulfilled all specified requirements.
- Formulated unique solutions to effectively manage simultaneous commitments.
- Led, motivated, and directed design and production teams, optimizing productivity and fostering creativity.
- Achieved a **substantial 63% increase in visitor traffic and a remarkable 70% growth in new product adoption**.
- Regularly liaised with third-party design firms, consultants, and vendors to ensure the on-time delivery of project requirements within aggressive timelines and budgets.
- Developed and delivered highly effective sales and marketing presentations, resulting in **client acquisition and revenue growth**.
- Oversaw web and social media content management.

Key Skills

Marketing Strategy, Digital Marketing, Content Development, Campaign Execution, Customer Acquisition, Market Analysis, Branding, Web Design, Creative Direction, Social Media Management, Analytics, Sales Support, Project Management, Team Leadership, Budget Management, Presentation Skills, Brand Identity, Strategic Partnerships, CRM Management, Content Creation, User Experience (UX), SEO (Search Engine Optimization), Brand Strategy, Customer Experience, Thought Leadership, Commercial Strategy, Content Management, DTC, B2B, Reporting & Metrics, Google Analytics, SEM, SEO, PPC, Video & Editing, Photoshop, HTML/CSS, E-COMM, Exec Sales Decks, Public Relations, Email Automation, Storyboarding, Social Media, Leadership, Commercialization

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