

Brady Sewall

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DIGITAL MARKETING PROFESSIONAL

Strategic, visionary senior leader with a history of success driving dynamic marketing strategies and programs that maximize branding and support a strong customer experience.

- Background includes directing cross-functional teams throughout high-visibility initiatives that require extensive planning, deep analysis, and the ability to manage complex implementations on strict deadlines.
- Consistent record of achievement in website optimization, resulting in stronger traffic and conversions—combines technology expertise with business acumen to meet changing corporate demands as well as user expectations.

Areas of Expertise:

- Digital Marketing Management
- A/B & Multivariate Testing
- Campaign Management
- Social Media Optimization
- Vendor Management
- Marketing Analytics
- Project Management
- Team Leadership
- Strategic Planning
- Budget/Cost Management

Professional History

Sciton | Palo Alto, CA

November 2016-Present

ASSOCIATE DIRECTOR, DIGITAL MARKETING

Manage digital team and vendors. Oversee Sciton's entire digital marketing, including:

- Responsible for 10+ company websites
- Creation and deployment of microsites
- Marketo email campaigns
- Direct-to-consumer campaigns
- Webinars
- Marketing analytics
- Legal & Regulatory compliance
- US and International marketing

Restoration Robotics (ARTAS) | San Jose, CA

August 2014-August 2016

ONLINE MARKETING & ANALYTICS MANAGER

Drove visibility through administration of physician and patient websites, as well as several international microsites, for a robotic medical device company focused on hair restoration – oversaw one assistant and vendor group. Developed and managed paid search campaigns (\$1M budget) — analyzed marketing results and updated strategies to reflect findings. Tracked and reported on website traffic data. Advised physicians on their marketing plans. Ensured quality of digital and printed materials.

Managed YouTube and Vimeo channels and worked with Senior Product Manager on social media campaigns (Facebook, Twitter, LinkedIn, Google Plus, Instagram). Collaborated with global team to design/develop landing pages for international events and targeted email campaigns. Worked closely with Legal and Regulatory to protect corporate branding, intellectual property and insure we adhere to government regulations.

- **Multiplied patient leads from 10 to 125+ per month, and physician leads from 2 to 15+ per month**, through creation of a mobile-optimized landing page for AdWords traffic and integration of live-chat feature on the website.
- **Achieved impressive growth in YoY website traffic** (first six months of 2015 to first six months of 2016):
 - 48% increase in users
 - 380% increase in direct traffic
 - 30% increase in organic traffic
 - 449% increase in email traffic
 - 218% increase in social traffic
 - 67% increase in conversions
- **Created email campaigns that accounted for up to 12% of website traffic** and 15% of new users or a given month.
- **Reduced digital marketing expenses by 30%** by researching website solutions and vendors.

Aluratek | Irvine, CA

May 2013-August 2014

E-COMMERCE WEBSITE MANAGER (CONTRACT)

Delivered in-depth critique of company website, as well as recommendations to improve customer retention, content, conversion rate, and market share. Redesigned and rebuilt site to increase customer engagement.

- **Drove revenue increase of 1,178% in just 12 months after implementation of redesign**, which included improvements to usability and search engine optimization.
- **Generated 55% increase in users, as well as 109% boost in organic traffic.**
- **Nearly eliminated fraudulent purchases** following transition to new website platform.

Mobile Edge | Anaheim, CA

June 2006-May 2013

DIRECTOR, DIGITAL MARKETING

Brought on to migrate all digital marketing operations in-house from external agency. Established marketing direction and strategy, as well as online marketing campaigns, for main e-commerce website and four subsidiary sites. Directed team of graphic and web designers. Tracked and analyzed printed advertisement traffic through use of unique URLs, QR codes, and promotion codes. Managed vendors, as well as security and fraud prevention for ecommerce site and orders. Designed, launched, and tested email campaigns. Managed product promotions and social media.

- **Boosted site traffic by 52% and conversion rate 35%** through organic search engine optimization (SEO).
- **Saved 30% of annual marketing budget** through negotiation of rates with vendors.
- **Took on leadership of creative operations for 3-month period** due to severe accident and subsequent recovery of Creative Director. Oversaw all photography, advertisements, and printed materials.

ATEN Technology (IOGEAR) | Irvine, CA

March 2005-June 2006

SENIOR MULTIMEDIA DESIGNER

- **Designed and developed interactive media and trade-show presentations**, and creative visuals for internal sales team. Oversaw all online multimedia projects and supervised two junior designers.
- **Promoted to senior-level role after just 6 months**; developed presentation that received “Best in Show” at Retail Vision trade show.
- **Streamlined time-sensitive projects** through creation of a new task management system.

Lathian Systems (MyDrugRep) | Irvine, CA

February 2003-December 2004

GRAPHIC & MULTIMEDIA DESIGNER

- **Developed and designed online marketing and e-learning modules for pharmaceutical campaigns.** Ensured adherence to layout requirements and art specifications.
- **Created accompanying printed materials and communications.**

Education & Professional Development

Degree in Multimedia & Web Design | The Art Institute, Orange County, California

6-Day Leadership Training | Tulip Management

Analytics and Website Optimizer | Google

Creative Suite Best Practices | Adobe

Google Certifications:

Ecommerce Analytics | Google Analytics Platform Principles

Digital Analytics Fundamentals | Level 7 Local Guide

Adobe Certified Flash Designer

Technical Skills

SalesForce | Marketo | MailChimp | Google AdWords | Google Analytics, Webmaster Tools & Data Studio | HTML | CSS | Magento | WordPress | Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign, Premiere) | Microsoft Office (Word, Powerpoint, Excel) | Google Suite | Dropbox for Business Administration