

BRIANNE GILLHAM

MARKETING DIRECTOR

CONTACT

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HIGHLIGHTS

- Practiced in planning, coordinating, and controlling a team of 5-10 to maintain and enhance client relationships.
- Intermediate knowledge of SEO. Skilled in developing and implementing strong SEO strategies by identifying client-specific KPI by leveraging tools like Google Analytics, Google Search Console, and Moz SEO.
- Practiced in the use of several business intelligence and work flow management platforms, like Zendesk, Slack, Asana, Basecamp, and Grow.
- Skillset in web development, including basic understanding of HTML and CSS. Knowledgeable in navigating and implementing updates to Wordpress, Square Space, Drupal, and Wix.
- Intermediate proficiency in Adobe Creative Suite programs.

PROFESSIONAL SKILLS

- SEO and Google Analytics
- Social media strategy
- Graphic design
- Web content development
- Copywriting & corporate blogging
- Web development project management
- Market research
- Email marketing
- PPC campaign management - including Google Ads & Facebook

EDUCATION

DIPLOMA OF TECHNOLOGY, MARKETING
MANAGEMENT
BCIT | 2007 - 2009

VOLUNTEER

HOCKEY HELPS THE HOMELESS, PLANNING
AND FUNDRAISING COMMITTEE
VANCOUVER TOURNAMENT | 2012 - CURRENT

PROFILE

Accomplished Marketing Director offering a rich mix of experience in customer service, operations, sales, and marketing management. Direct experience in the SaaS, non-profit, legal, real estate, hospitality, and beverage industries.

RELEVANT EXPERIENCE *

DIRECTOR, DIGITAL PROJECTS

SKUNKWORKS CREATIVE GROUP | JUNE 2018 - CURRENT

As Director of Digital Projects, I am responsible for the development and launch of online marketing strategies. I work on identifying gaps in my client's online marketing presence and develop unique strategies within the digital arena to exceed their growth objectives.

My role also requires me to plan, implement and manage our clients' overall SEO strategy. This includes content building, link building, and forming a keyword strategy. My work has seen consistent quarterly growth in web traffic to client sites, which resulted in an increase in lead generation. I recently had over a 33% quarterly growth in organic web traffic and a 28% increase in conversions thanks in part to my SEO strategy.

I am also responsible for the development and management of PPC campaigns, utilizing both Facebook and Google Ads. I am responsible for the entire lifecycle of the campaign, from writing the ads to launching the campaign, and managing the budget, and optimizing the ads to increase ROI. My PPC campaigns consistently see CTRs of 5-10% with conversion rates of 7-15%.

I am also responsible for managing the design, development, and launch of several client websites. My job is to help manage the entire life of the project, from conception to live online delivery. I work alongside the creative and development team to meet all deliverables, and ensure all aspects of a given project is delivered on time and on budget.

KEY ACCOUNT & COMMUNICATIONS MANAGER

FRESHTAP | SEPTEMBER 2014 - FEBRUARY 2018

In my role as FreshTAP's Marketing Communications Manager I managed the brand development of our organization through internal and external initiatives. This included developing and designing marketing materials, tradeshow displays, and making updates to the company website.

As a Key Account Manager, I managed the relationships with our winery and restaurant partners to ensure their success in the wine-on-tap market. As the lead point of contact for all key account matters, I was responsible for anticipating partner needs and helped them grow through marketing, sales, and distribution chain management.