

Bryan L. Webber

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2417 River Ridge Drive, West Des Moines, IA 50265

Marketing Director

Professional Profile

- Seasoned digital content creator with vast knowledge of social media, SEO, SEM, AdWords
- Highly driven marketer with strong business background, including 10 years in sales, marketing
- Versatile leader, who adapts well to changing environments, personnel, projects
- UX specialist, with 10+ years in developing user-friendly websites, social media platforms
- Exceptional written, verbal, interpersonal communicator, presenter, leader, proficient in Keynote, PowerPoint for speaking engagements for any sized audience
- Technology literate performer with software varying from Microsoft Office, macOS, Excel, Google Drive, DropBox, iMovie, Pages, Numbers, CMS, CRMs
- Digital master of Facebook targeted advertising, email database management, Google Analytics
- Self-starter, driven to succeed with deadlines, projects, advocate for successful team(s)

Areas of Expertise

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| • Digital content creation for retail, tech, B2C | • Staffing, training creative team(s) |
| • AP Stylebook, public relations specialist | • Relationship builder with large brands |
| • Project management, implementation | • Professional speaker, motivator, trainer |
| • Executive-Level development/management | • Web-based UX professional |
| • Ad-creator for digital, traditional media | • Partnering with agencies, organizations |

Professional Experience

Founder/ President, Red Shoe Media, Inc., West Des Moines, IA, 2011 to Present

- Create, manage advertising/marketing campaigns for national 501(c)(3) organizations, increasing fundraising by +1,000% over 9 month period
- Develop digital content for Iowa non-profit, increasing user reach from 2.5K to 1.7M per month
- Supervised 50+ web developments for clients, managing UX, visual design, content creation
- +360% increase in organic SEM for firm managed websites
- A/B testing of paid SEM/SEO/SMO/AdWords for firm managed websites, CTR increased +125% over 6 months
- Supervised targeted marketing through prospective email, social media, geo-fencing, website SEM for elected officials, policy organizations, issue advocacy firms

Chief Marketing Officer, DomiKnow, Inc., Des Moines, IA, 2012 to 2014

- Recruited and staffed marketing department, including graphics team, SEO analysts, web-developers, content creators, maintaining digital services for 100+ brands
- Spearheaded digital marketing strategies for wind energy pioneers, international application development companies, major US universities, big-box retailers
- Raised \$9M in institutional investment before taking company public
- Promoted brand through targeted digital marketing, paid publications for IPO in 2013

Director, Business Development, Sales, Webspec Design, DSM Daily, Urbandale, IA, 2010 to 2011

- Consulted with creative team on UX for website clients
- Steered GTM strategy for digital advertising to local businesses through DSM Daily
- Managed subscription based data platform for B2C marketing
- Designed ad-creatives for small-medium sized service industry, retail businesses for online promotions via website, email, social media
- Enriched SEM/SEO/SMO strategies to increase database from 1,500-160,000 in 9 months
- Administered 270 online promotions, over 450K transactions in 9 months
- Negotiated sale of DSM Daily to Gannett in Dec. 2011

District Manager, GODIVA, Iowa, Minnesota, Nebraska, Missouri, Kansas, Wisconsin, 2006 to 2010

- Recruited, trained general managers, assistant managers for 14 stores across Midwest
- Consulted corporate sales, relations with major companies in territory
- President's Award recipient in 2009 for highest volume district sales increase over LY
- District Manager of the Year Award recipient in 2009 for highest GM retention over LY
- Negotiated whole-sale contracts with Hy-Vee, GODIVA in 2010

Education

- Marketing, Vocal Music Performance, Central College, Pella, IA, 2005
- Marketing, Jazz Theory, Morley College, London, UK, 2003
- Sociology, Advertising, London Metropolitan University, London, UK, 2003

Professional Affiliations & Boards

- Board of Directors, West Des Moines Historical Society, 2015 to 2016
- Keynote, Main Street, Iowa Economic Development Summit, 2015
- Board of Directors, DomiKnow, Inc, 2012 to 2014
- Guest Lecturer, Graceland University, C.H. Sandage School of Business, 2013 to Present