BRIAN PIPER

SKILLS

Digital marketing strategist specializing in determining key technologies to meet business objectives and measure impact of initiatives to adjust strategies based on effectiveness.

EXPERIENCE

Digital Marketing Manager | Harris Corporation | 2/16-present

- Develop and present digital marketing strategy to align with product go-to-market strategy and corporate strategic growth plan.
- Work with marketing team to deliver digital experiences to drive sales conversions, work with PR team to align press releases with web and social media content, manage SEO/web team.
- Create lead generation program for customer acquisition and retention targeted by audience.
- Work with corporate on complete web migration to CMS and CRM integration.
- Analyze, report on and make recommendations based on metrics from integrated campaigns across web, mobile and social platforms.

Multimedia Developer | Harris Corporation | 11/14-2/16

- Foster relationships with other departments to generate new projects for Multimedia team, while building efficiencies and implementing cost reducing solutions.
- Delegate work within team to ensure deadlines met while over-delivering to customers.
- Manage video production projects, graphic and web projects for senior leadership, marketing and growth to expand capabilities.

ADDRESS

11 Warrington Dr.
Fairport, NY 14450

brianwpiper@gmail.com   585-309-6766

https://www.linkedin.com/in/brianwpiper/   https://twitter.com/brianwpiper/

https://www.facebook.com/brianwpiper

VOLUNTEER EXPERIENCE OR LEADERSHIP

Regional lead for Intrapreneur Resource Group

Vice President of PR, Assured Communicators – Toastmasters

Tandem, freefall and wingsuit instructor/ freefall photographer/ videographer/editor/ web designer/developer/ social media analyst
www.wnyskydiving.com

Social media and community manager for Rochester eBusiness Association (Digital Rochester)

Multimedia Developer | James Miller & Associates, consultant at Harris Corporation | 9/12-11/14

- Work with team to develop training applications.
- Explore innovative technologies to increase sales and expand business opportunities.
- Optimize workflows and develop conventions to reduce overhead and meet industry standards using Joomla, SCORM, LMS integration, PHP/MySQL, SQL, etc.

Media Designer | Raland Technologies | 2/06-8/12

- Create e-learning applications and frameworks for large scale LCMS solutions. Responsible for estimate, timelines, instructional design, interface design, development, implementation, delivery and maintenance.
- Integrate CMS solutions, including Moodle, Drupal and Joomla.

Owner| DesignDevelopDeliver | 2/05-2/06

- Provided SEO for more than 15 full-time clients.
- Worked with numerous ad agencies to optimize presentations, pitches and customer collaterals.
- Worked with e-learning providers to deliver online training solutions.

New Media Director| DixonSchwabl Advertising | 2/03-2/05

- Head of web/new media department.
- Responsible for running client meetings, writing proposals, project design, complete development, integration and delivery of web sites, data tracking, SEO, CD-ROMs, interactive marketing presentations and relational database projects.

EDUCATION

B.A. – Writing, English | Dec. 1996 | Missouri State University

MILITARY

Airborne Infantry | 1990 - 1992 | US Army

BUSINESS RESULTS

Since starting in current role in Feb. 2016, was responsible for migrating segment content from four existing websites into newly created corporate framework.

Through SEO best practices, segment traffic increased more than 110% in one year. Created best practices that were adopted by the other business segments to manage migration.

Constantly examined metrics of online campaigns to determine most effective methodologies to adapt campaign strategy based on results.

SOFTWARE SKILLS

Skill	Rating
Adobe After Effects	●●●●●○
Adobe DreamWeaver	●●●●●○
Adobe Flash/Flex	●●●●●○
Adobe InDesign	●●●●●○
Adobe Photoshop	●●●●●○
Adobe Premier	●●●●●○
Google Analytics	●●●●●○
MS PowerPoint	●●●●●○
MS Word	●●●●●○
Prezi	●●●●●○
CRM	●●●●●○
Hootsuite	●●●●●○
HTML5	●●●●●○
MS Excel	●●●●●○
Adobe Fireworks	●●●○○○
Adobe Illustrator	●●●●○○
Articulate Storyline	●●●○○○
CSS3	●●●○○○
Drupal	●●●○○○
ForceTen	●●●○○○
Joomla	●●●○○○
PHP	●●●○○○
SQL	●●○○○○