

BRIAN NEWSOME

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MARKETING SPECIALIST

Email Marketing | Digital Marketing | Brand Marketing | Product Marketing

Dynamic, results-driven Email Marketing Specialist with 15+ years of experience in email marketing concept, design, development, delivery and analytic reporting, with a proven track record of creating automated flows and segmentation strategies that drive customer engagement. Strong project management skills with the ability to define key metrics to measure channel effectiveness, optimize PPC campaigns, and align marketing to business objectives and maximize ROI.

SKILLS

Marketing: Marketing Management, Marketing Strategy, Marketing Automation, Marketing Campaigns, Digital Media, Social Media Marketing, Search Engine Optimization (SEO), Customer Relationship Management (CRM), Performance Metrics

Email/Web: Email Campaign Management, Email Design, Email Analytics, Automated Flows, Workflow Optimization, Web Analytics, Lead Generation, Graphic Design, Web Design, User Interface Design, Conversion Rate Optimization (CRO)

Brand: Brand Marketing, Brand Strategy, Brand Design, Brand Development, Brand Management, Brand Guidelines

CRM: Customer Segmentation Strategy, Customer Lifecycle Management, Customer Journey Maps, Customer Experience

Professional: Strategic Planning, Analytical, Problem-Solving, Communication, Creativity & Innovation, Writing & Editing

Technical: Adobe Creative Suite, WordPress, Shopify, BigCommerce, Klaviyo, Mailchimp, HubSpot, Salesforce, HTML, CSS

PROFESSIONAL EXPERIENCE

Digital Marketer (Web Developer & Graphic Designer), Winning Solutions Inc., Sarasota, FL April 2006 – July 2024

- Transformed the company from a mail-order business model to an online vendor, resulting in a 30% increase in sales and expanding the customer base by 50%, by aligning the company with evolving business needs and industry trends.
- Formulated and executed B2C marketing strategies—such as social media campaigns, SEO optimization, and influencer partnerships—that boosted brand visibility by 40% and attracted targeted audiences.
- Engineered and developed hundreds of engaging ecommerce websites using HTML, CSS, and PHP, resulting in a 40% yearly increase in site traffic, 10% boost in conversion rates, while significantly enhancing user experience and functionality.
- Crafted visually compelling email designs and launched hundreds of targeted email marketing campaigns, streamlining email workflows and increasing customer engagement and sales conversions on average by 25%.
- Integrated third-party platforms, automations and APIs, streamlining business processes, improving website and marketing functionality, resulting in a 40% increase in operational efficiency.

Graphic Designer & Web Developer (Freelance), Indivo.com, Apollo Beach, FL May 2007 - August 2008

- Teamed with various creative firms, small businesses, and nonprofits to expand their digital presence through SEO, email marketing, web design, and social media, resulting in a significant increase in organic traffic, 30% growth in lead generation, and enhanced online engagement.
- Executed a wide range of tasks, including complete website construction, wireframe design, print design, and custom programming, delivering tailored solutions for clients with a 90% satisfaction rate.
- Developed a multitude of custom, complex CMS website templates and wireframes, resulting in improved site functionality, increased efficiency and enhanced user experience resulting in a 10% lift in overall site engagement for clients.

Graphic and Website Designer, Beano Publishing, Alberta, Canada August 2003 - January 2005

- Designed banner advertisements for a variety of products, enhancing affiliate marketing efforts and increasing click-through rates by 10% quarterly.
- Developed HTML ecommerce landing page templates, optimizing conversion rates by 20% and increasing user engagement by 35%.
- Overhauled and modernized the primary web property leading to a 30% improvement in user satisfaction, 40% increase in time spent on site, significantly enhancing both the user experience and visual appeal.
- Led content creation, generating and updating content regularly on the company website, maintaining its relevance and alignment with rapidly evolving industry trends, as well as increased site traffic by 40%, driving a notable rise in user engagement.

EDUCATION & CERTIFICATIONS

Degree, Major, School Name, City, State

Add any certifications- **Certification name**, Organization, Year