

Profile



Brian Weit

Internet Project Manager – Marketing Specialist

bwmarketingdesign.com

Cell_717-475-3666

bwmarketingdesign@gmail.com

LinkedIn

[/in/bwmarketingdesign](https://www.linkedin.com/in/bwmarketingdesign)

Twitter

[/marketingbw](https://twitter.com/marketingbw)

Blog

bwmarketingdesign.com/wordpress

Currently Employed

www.scheffey.com

Qualifications

Web Marketing

- Google Analytics
- Google Adwords
- Microsoft Adcenter
- Google Keyword Tool
- Email Marketing
- Web Ranking SEO
- SEO Tools

Web Development

- Adobe Dreamweaver
- HTML & CSS
- Wordpress
- Expression Engine

Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- QuarkXpress
- Acrobat Professional

Business

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Basecamp, Autotask & Activecollab Project Management Software

Experience

Scheffey Integrated Marketing

Sep. 10 - Present

Interactive Project Manager

- Develop & Manage scopes, budgets and schedules for interactive projects and proposals
- Manage internal staff and external resources to complete interactive projects
- Manage all Internet marketing and website projects for over 50 clients including:
 - Web Design & Development
 - Content Management Systems
 - Email & Newsletter Marketing
 - Web Performance Assessments
 - Online Advertising
 - Search Engine Optimization
 - Pay Per Click Marketing
 - Social Media Strategy - Linked In, Facebook, YouTube, Flickr, Twitter
- Ongoing maintenance to improve the effectiveness of Website and Internet marketing projects
- Communicate regularly with clients to provide interactive results reporting and project updates
- Stay up-to-date on new interactive technologies and best practices to provide exceptional value and service

AG Information Systems

Dec. 09 – Sep.10

Project Management / Internet Marketing Specialist

- Responsible for all AGIS Internet marketing services including:
 - Search Engine Optimization
 - Email & Newsletter Marketing
 - Pay Per Click Marketing
 - Online Advertising
- Provided project management for all client Internet marketing projects
- Developed Internal Marketing project outline, processes, documentation and pricing for each Internet marketing service.
- Developed marketing campaigns, client proposals and presentations for client consultations.

D&E Communications / Marketing Specialist

Oct. 07 - Present

- Designed the Haywire brand identity (a sub-brand of D&E Communications) and the style manual to ensure proper brand use
- Lead the marketing product launch for the new In-Home Technical Support initiative resulting in a 12% avg. increase in revenue month over month
- Managed the marketing budget and all marketing activities for Haywire (achieved cash flow positive after first 11 months)
- Developed and designed marketing campaign strategies including:
 - Website
 - Create TV & Radio Commercials
 - Search Engine Optimization
 - Organize Events
 - Pay Per Click Campaigns
 - Public Relations
 - Print & Internet Advertising
 - Internal Product Training
 - Direct Mail
 - Promotional Materials
 - Social Networking
- Optimized lead generation by analyzing campaign effectiveness using website tracking, promotional codes, unique phone numbers and CSR lead qualifying to provide data to calculate return on investment for each campaign media component
- Facilitated inter-departmental and external marketing communications
- Established strong relationships and collaboration with strategic internal and external partners, affiliations and vendors to get the best value and exposure
- Researched market analysis, competition, opportunity, resources, sales and marketing demographics
- Gathered customer feedback and experience to help monitor services and opportunity with online surveys resulting in an average of 2.75 out of 3

D&E Communications / Web Designer & Graphic Designer

Aug. 03 - Oct. 07

- Created design and copy writing for residential and business services (Internet, Phone, Television, and Technical Support)
- Contributed to business broadband goals by increasing total subscribers by and avg. of 20% year over year
- Designed Print Media- Ads, Brochures, User's Guides, Direct Mail, Posters, Packaging, Displays, Bill Inserts, Envelopes, Coupons, Billboards, Newsletters, Banners
- Designed Web Media- Website, Landing Pages, E-mail Blasts, E-newsletters, Animations, and Online Advertising
- Maintained design and print production schedule to meet all deadlines
- Reduced printing expenses by quoting jobs to multiple printers and brokers

and saved time by introducing more efficient printing processes, electronic file submission and soft proofing

BW Marketing & Design / Freelance

Jan. 00 - Present

Hess Clothing / Internet Marketing & Web Designer

- Designed advertisements and direct mail for local retailer
- Currently working on website and Internet marketing strategies

Sunline Coach Company / Multimedia Designer

- Responsible for concept, design, and execution of a multi-media presentation for the travel trailer manufacturer's 40th anniversary banquet
- Researched company history to produce copy writing, script and audio narration for interactive presentation.

Lititz Retailers Association / Booklet Design

- Designed a tourist guide (64 Page Booklet) for the town of Lititz, Pa to increase tourism shopping, and relocation
- Included the design of over a hundred ads for the publication
- Organized the printing and distribution of booklets to local merchants and PA welcome centers
- Provided research and development for project

AW Designs / Illustrations

- Designed illustrations and layout for Pennsylvania Campground Publication

Education

Pennsylvania College of Technology Williamsport, PA
Bachelors of Science Degree in Graphic Design