



**Brian Weit**  
**Project Manager - Internet Marketing**  
bwmarketingdesign.com



/in/bwmarketingdesign



/marketingbw



bwmarketingdesign  
.com/wordpress

**Currently Employed**

ag-is.com

## Qualifications

### Business

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- SharePoint
- Auto Task Project Management

### Web Marketing

- Google Analytics
- Google Adwords
- Google Keyword Tool
- Listrak & Elabs Email Marketing
- Web Ranking SEO
- SEO Tools

### Web Development

- Adobe Dreamweaver
- HTML & CSS
- Wordpress

### Design

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

## Experience

### AG Information Systems / Project Manager / Internet Marketing

Dec. 09 - Present

#### Internal Marketing:

- Responsible for the internal marketing of Web Development, Internet Marketing and Web Hosting Services for AG Information Systems.
- Developed, launched and manage new Internet Marketing services including:
  - Search Engine Optimization
  - Pay Per Click Marketing
  - Social Media Strategies
  - Email & Newsletter Marketing
  - Online Advertising
- Developed all Internet Marketing project strategies , marketing research and development, implementation processes, documentation, customized client reporting and pricing for each of the Internet marketing services
- Support sales with proposals, presentations and campaign reporting during client consultations

#### Client Marketing:

- Project Manager for client Internet marketing and web development projects
- Manage analytics, search engine optimization and search engine marketing campaigns
- Ongoing maintenance to improve the effectiveness of Internet marketing projects
- Communicate regularly with clients to provide interactive results reporting and project updates

**Brian Weit**

[www.bwmarketingdesign.com](http://www.bwmarketingdesign.com)

cell\_717-475-3666

bwmarketingdesign@gmail.com



MARKETING & DESIGN

# Experience

## D&E Communications / Marketing Specialist

Oct. 07 - Jan. 10

- 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
  - Website Search Optimization & Pay Per Click
  - Print & Internet Advertising
  - Direct Mail
  - Public Relations
  - Create TV & Radio Commercials
  - Organize Events
  - Internal Product Training
  - 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

**Brian Weit**

[www.bwmarketingdesign.com](http://www.bwmarketingdesign.com)

cell\_717-475-3666

[bwmarketingdesign@gmail.com](mailto:bwmarketingdesign@gmail.com)



MARKETING & DESIGN

# Experience

## **BW Marketing & Design / Freelance**

Jan. 00 - Present

### **Sanitary Process Systems / Corporate Identity**

- Designed Logo, Letterhead and Business Cards
- Updated all internal and external company forms with updated logo

### **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

# Education

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

**Brian Weit**

[www.bwmarketingdesign.com](http://www.bwmarketingdesign.com)

cell\_717-475-3666

[bwmarketingdesign@gmail.com](mailto:bwmarketingdesign@gmail.com)



MARKETING & DESIGN