

MICHAEL BRICK

B2B/B2C Marketing & eCommerce

CONTACT

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SKILLS

Vision & Leadership
Problem Solve
Marketing Strategy
Customer Acquisition & Retention
Budgeting & Forecasting
Product Promotion
Go-to-Market Plans
Customer Journey Mapping
UX/UI Design & Strategy
A/B Testing & Optimization
Art Direction & Identity

Computer:

Microsoft Office Suite, Keynote,
Google Docs, Google Sheets

Project Management:

JIRA, Workfront, Asana, Slack, Basecamp

Analytics:

Google Analytics, Google Search Console

Marketing Management:

Google Ads, Facebook Ads, SilverPop, Acoustic,
Mailchimp, Attentive, Yotpo, Klaviyo, Cordial

Development:

HTML5, CSS3, jQuery, Vanilla JS,
Google Tag Manager

Design:

PhotoShop, Illustrator, InDesign
Sketch, Figma, InVision, Adobe XD

Website Management:

Maxymiser, Optimizely
Oracle ATG & Endeca, Wix, Shopify, Wordpress

Digital Strategy Manager

01/2022 - Current

The Acosta Group

Full service CPG Agency that connects brands to consumers on the physical and digital shelf from small independents to mass retailers.

- Collaborate with clients, like Coca-Cola and Campbell's, on Retail Media Marketing strategies that align with their goals and budget.
- Educate clients, retailers and internal stakeholders about the importance of digital marketing and define what is Best In Class.
- Co-Created Acosta's Omni-Channel Training for all employees in support of the Digital Transformation initiative.
- Execute digital shelf audits for client and retailers.

Director of Marketing & eCommerce

06/2020 - 01/2021

Branded Online eCommerce

Full service eCommerce and marketing agency that focuses on branding, paid media, email and development to increase revenue for apparel brands.

- Accountable for driving B2C revenue growth, customer acquisition and retention for fashion apparel brands including Hurley, Stetson, Milly and Junk Food Clothing.
- Directly managed marketing team to provide thought leadership and worked closely with product, design, sales, development and executive leadership to execute marketing strategy.
- Used data driven marketing and analytics to achieve client KPIs and business goals.
- Provided oversight for all marketing and content initiatives including Paid Media (Search, Social, Display), Email, Loyalty and SMS.
- Devised tactics for monthly and annual marketing plans with input from company stakeholders to drive brand awareness, conversion and social proof.
- Led human-centered design methodology to create a digital product for an optimal user experience.

User Experience Manager

10/2010 - 06/2020

Big 5 Sporting Goods

A sporting goods retailer with 434 stores in 11 western states and an eCommerce site that collectively has annual sales in excess of \$1 billion.

- Drove the annual eCommerce planning and strategy roadmap with internal stakeholders to increase online purchases, user engagement and conversion.
- Conceptualized the design and development of the eCommerce website using quantitative and qualitative data to create user focused experiences.
- Managed the design and development teams and created content workflows to help the team meet campaign deadlines.
- Created tracking metrics and analytics to gauge campaign success and identify optimization opportunities.

Education

California State University, Long Beach

08/2004 - 04/2009

Bachelor of Arts - Studio Art