

BACKGROUND

I am a University of Oregon graduate with nine years of marketing experience with an emphasis in marketing e-commerce websites, implementing advanced tracking systems and developing easy to understand dashboard reports. I have experience writing for print and web publications, gathering and assimilating information for writing, editing and producing printed materials, and developing marketing, promotions, public and communication relations plans.

I have functioned as both lead graphic designer and web developer in previous work experiences. I have a strong grasp of designing, editing and producing marketing materials for both print and web. I also have extensive experience in the graphic design and printing processes and frequently collaborate on-site with print houses to ensure the highest quality output. I am an expert user in Drupal CMS with over six years experience in custom theme development and content generation. I have knowledge of copyright laws, industry best-practices and section 508 compliant web design.

Demonstrations of these abilities, samples of effective collaboration with internal and external partners and highlights of innovative marketing pieces can be found on EMU Marketing's portfolio website: marketing.uoregon.edu. More details regarding my personal and professional experiences can be found on my website brookeeisen.com.

EMU MARKETING HIGHLIGHTS:

•**WEBSITES** – Designed, developed and launched 15 websites within two years. Currently maintain 28. Partnered with Information Systems to move web servers into a stable and secure platform which increased uptime and ecommerce security while saving time and money. Collaborated with the Director of User Experience at UO Libraries to develop easy to understand hierarchy and increase functionality. Implemented responsive web design to ensure layout accuracy on mobile devices and tablets. Developed Drupal and Wordpress plug-ins for Locallist campus calendar.

•**SOCIAL MEDIA** – Created and maintain holistic EMU social media presence including Facebook, Youtube and Twitter. Currently have over 3,000 combined followers and 7,000 views of online videos since launched in 2012. Reached over 19,000 students in one week using cost-effective social media advertising yielding intentional results.

•**ECOMMERCE** – Enabled over \$227,000 in ecommerce sales for the EMU utilizing websites and systems developed by EMU Marketing. Collaborated with Business Affairs and State of Oregon to approve a contract for a secure payment gateway not bound by the DuckWeb payment system or traditional in-person point of sale systems.

SUCCESSFULLY DESIGNED, PRODUCED AND IMPLEMENTED REVENUE GENERATING SYSTEMS:

•**WEB METRICS AND GOAL CONVERSION TRACKING** – Utilized Google Analytics to develop customized dashboards for senior staff as well as stake holders. Monitored, reported and optimized e-commerce conversion rates, goals, funnels and other key metrics. Produced product performance reports and offered optimization recommendations to senior level staff. Created advanced segments for social media outlets to help quantify efforts in these channels.

•**ADVANCED EMAIL SEGMENTATION** – Used advanced techniques to target in-market entities and implemented campaigns with behavioral tracking for future campaigns.

•**SEARCH ENGINE MARKETING** – Initiated and executed all aspects of SEM that included account setup, administration, monitoring and reporting. Managed campaigns with over 10% click through rates and over 5% lead conversion rates.

•**WEBSITE REDESIGN** – Played key role in implementing both new AMS and CMS systems. Passed tracking code for IT to implement in newly developed e-commerce system. Developed page mock-ups to pass to website developers and graphic designers. Implemented advanced SEO techniques to maintain high page rank and increase SEM effectiveness.

•**DATABASE EXTRACTION SYSTEM** – Multi-faceted system used on a day-to-day basis for quantification of website and print campaign profitability. Designed to improve company budgeting methods, inventory management and designating in-market customers for targeted ad campaigns.

EXPERIENCE

MARKETING DIRECTOR

University of Oregon, Erb Memorial Union: Eugene, Oregon; December 2011 — present

Responsible for daily operations of the EMU Marketing Department including leadership of cross-functional teams, development and administration of annual budget, professional development, supervision and mentoring of professional and student staff. Developed strategic marketing, communication, and branding programs for the EMU and its diverse enterprises. Conducted market research to assess the needs, perceptions, and satisfaction levels of the EMU and its services and programs. Oversaw logistical planning and implementation of the web and the social network presence for the EMU and its services and programs. Worked around limitations with university branding to create a unified brand for the EMU. Lead branding meetings and exercises with students and staff and implemented production system based on creative briefs for all projects to ensure expedience and accuracy. Developed and assessed learning opportunities for students to apply knowledge from coursework and increase their understanding of subject matter. Collaborated with divisional marketing team to implement evidence-based decision-making tools to shape division-wide branding efforts. Lead weekly renovation communications meetings to streamline communication in a climate of change and ambiguity.

ONLINE MARKETING MANAGER

International Society for Technology in Education: Eugene, Oregon; 2010 — 2011

Responsible for management and strategic oversight of online marketing presence, marketing plans, and managing campaign production schedules. Responsible for website design, content display, user experience, administration of content management system and daily website operations. Responsible for strategic planning, design and execution of email marketing campaigns as well as advanced segmentation and campaign tracking. Provided regular reporting of performance, highlighting relevant trends including revenue generated from electronic efforts. Collaborated closely with IT department on server maintenance, updates, content planning, and aligned marketing strategies with technological implementation.

IT MARKETING MANAGER

Kendall Auto Group: Eugene, Oregon; 2006 — 2010

Developed and implemented marketing campaigns based on senior management goals. Managed all aspects of marketing campaigns including both print and web. Provided web server setup and administration. Managed marketing project teams. Initiated company's participation on social media websites including Twitter, Facebook and YouTube. Served as graphic designer from 2006-2008 including web, print and signage. Wrote job descriptions, reviewed resumes, conducted applicant interviews and assessed skills. Worked with company president and owner to develop long-term marketing and e-commerce strategies. Created monthly report summaries for executive review.

PROJECT COORDINATOR

Yamagata Intech: Saitama, Japan; full-time position with extensive overtime hours; 2004 — 2006

Collaborated in diverse environment as project coordinator for Yamagata's Japanese office and its Malaysian and Indian contractors in the creation of instruction manuals for Honda of Japan. Provided real-time translation between Japanese project leaders and foreign contractors. Developed multimedia websites using flash animation and HTML, CSS and dynamic data via XML. Utilized marketing skills to create technical illustrations, print documents and dynamic websites.

TECHNICAL EXPERTISE

Programming Languages: Open source developer languages such as HTML, CSS, PHP and MySQL. Course level training in Microsoft ASP.NET and MSSQL.

Software: Expert level skills with Microsoft and Adobe products including: Illustrator, Photoshop, and InDesign, Excel, Powerpoint and Word. Google Analytics and Webmaster Tools, Lyris email management and Basecamp project management.

EDUCATION

University of Oregon	B.A. Japanese, CIT minor	Eugene, Oregon	2004
Aoyama University	Japanese, U.S. Law	Tokyo, Japan	2003
Waseda University	Japanese	Tokyo, Japan	2002