

# MATT BROWN

New York, NY  
(123) 456-7890

email@email.com  
LinkedIn: name

## SENIOR BRANDING STRATEGIST

*Creating high-impact campaigns for iconic brands, elite programs, and category leaders nationwide.*

**Executive Director of Brand Marketing and Lead Marketing Strategist** with 20+ year background creating distinctive, award-winning brand strategies and marketing programs that cut through the clutter and compel people to action. Pave the way for growth—via revenue, funding, sponsorships—by leading strategic positioning, conceptualization, creative direction, planning, staffing, and budgeting of major marketing and special event programs with global reach.

- Led marketing and public relations effort for historic licensing and opening of the first five-star urban gaming resort in a major U.S. market—ABC Resorts in New York.
- Senior-level oversight of integrated PR, social media, digital, advertising, special events, and media programs that have helped brand Research Hospital as one of the most trusted children's health organizations in the world.
- Built one of the most successful brand strategy and brand activation firms in New York—growing it from a staff of two to a company of 60+ with national acclaim before a successful sale in 2013.
- Created award-winning advertising and managed major PR and marketing programs for iconic brands, including Bank of America, Pebble Beach, Massachusetts Department of Tourism, Aspen Dental, Blue Cross, Delta Dental, Starbucks, and British Airways, among other category-leading brands.

Omnichannel Strategy	Campaign Design, Engagement & Optimization	Public Relations
Media Strategy	Communication Strategy & Planning	Creative Direction
Crisis Management	Brand Identity—Creation & Management	Marketing Collateral
Brand Positioning Strategy	Corporate Image Management	Outreach & Engagement

## PROFESSIONAL EXPERIENCE

### Research Hospital – New York, NY

#### Lead Marketing Strategy & Creative Consultant

2003 to Present

Work side by side with the Thomas family (national outreach) to position hospital as one of the most respected and successful charitable brands in the world. Established the foundation and articulation of the current Research Hospital brand. Part of senior management team focused on aligning tactical strategy with overall mission set by Board; forge close working relationships with internal teams.

- Led top-to-bottom rebranding effort that helped hospital earn recognition year after year as the Most Admired Charitable Brand in America by *U.S. News & World Report* magazine.
- Created positioning line “Finding Cures. Saving Children.” which tests annually as one of the most recognized positioning lines among major health institutions.
- Manage creation of marketing assets and outreach campaigns—internally and externally—to support new brand positioning; consistently articulate St. Jude's unique brand promises at all touchpoints.
- Serve as writer and creative director for national television spots featuring A-list celebrities, such as Jennifer Aniston, Sofia Vergara, Jimmy Kimmel, Michael Strahan and others.
- Collaborate with the Thomas family on the creation of the annual *Thanks & Giving* campaign, an event that has redefined charitable giving during the holiday season.
- Serve as lead liaison and intermediary with the TODAY Show to shape and produce the show's longest standing weekly series—10 segments that air annually during Thanksgiving week, featuring Marlo Thomas and St Jude patients.
- Currently repositioning social media and digital as primary engagement vehicles during the Thanks & Giving campaign and throughout the year—while reassessing conventional media use.

**ABC Resort – New York, NY****Executive Director of Brand Marketing****2013 to January 2019**

Part of senior team that successfully battled to win historic Greater NY Region A Gaming License and bring the \$2.6 billion Encore Resort to NY—the largest private development in the history of the state. Managed \$15 million budget; recruited and hired an all-star team of marketing, public relations, and branding professionals to keep Encore’s visibility in the market fresh, positive, and present—particularly during a national PR crisis that rocked the company.

- Managed media relations, messaging strategy, advertising, and communications and helped achieve an 86% victory margin in a mandated election, one of the largest ever recorded in the state.
- Led all positive and crisis communication strategies for the resort during an extended period of highly publicized lawsuits, allegations of scandals, attacks on reputation, and an ongoing barrage of negative publicity by opponents.
- Generated an unprecedented 150,000 signups to the resort’s loyalty program 18 months prior to opening—an industry first.
- Increased social media engagement by 1,800% after transferring accountability from head office to the local Boston team.
- Executed searches, selected, and negotiated terms with world-class media, PR, and creative agencies.
- Created and executed local job recruitment campaign that resulted in hiring a full workforce of 5,500.
- Managed communications, branding, and messaging at all client touchpoints for the resort’s opening.

**ABC – New York, NY****Chairman & Chief Creative Officer****1986 to 2013**

Founded and built successful brand consultancy firm, growing a two-person startup to an established creative boutique generating \$10 million in annual fee-based revenues. Led, mentored, and inspired 60+ high-performing branding professionals that served clients nationally and internationally.

ABC’s success path included acquiring three firms and selling off a high-tech public relations affiliate. Sold interest in the company in 2013, leaving a legacy organization still thriving today.

- Built and retained an account base of exceptionally loyal regional, national, and international accounts. Served as key partner and trusted advisor to key client decision-makers.
- Wrote and directed national television advertisements and created highly successful marketing campaigns that earned the agency highly-coveted awards, including Emmy, Telly, and Hatch awards.
- Created breakthrough campaigns for Fortune 500 firms and high-net-worth individuals.
- Developed highly successful branding and international sales support programs for Avaya, Unisys, British Airways, Starbucks, Vertex Instrumentation Laboratories, and other leading brands.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Bachelor of Science in Communications** – College University

(Honors graduate with a concentration in advertising and public relations)

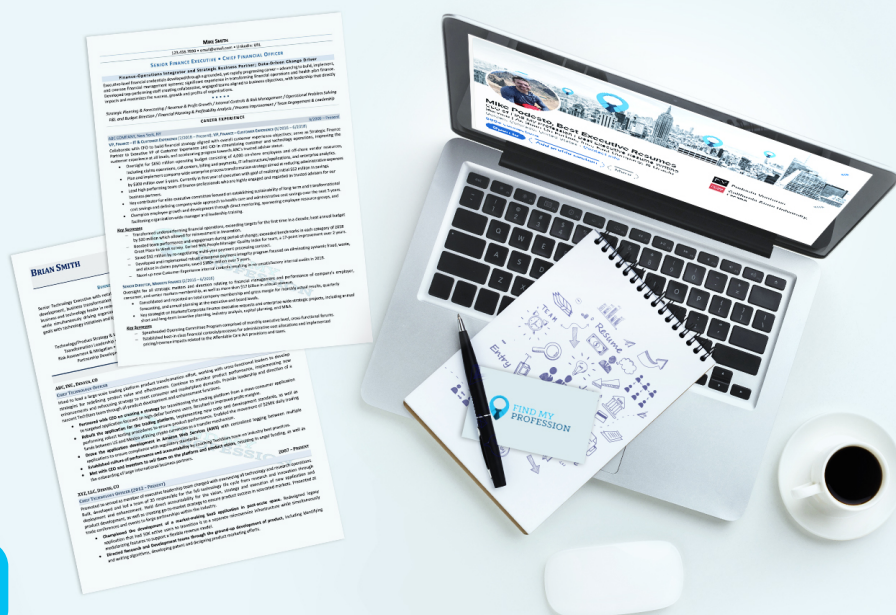
**Social Media Strategy & Engagement**, Online Certificate Program - College University

**Social Media Analytics**, Certificate Program – College University



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