

Justin Bright

3901 W 12th St
Lawrence, KS 66049

For a more detailed, interactive résumé and portfolio, visit justinbright.com

I make your life easier. With over 12 years of marketing and web development experience, I'm going to drive your business; e-commerce, SEO, database integration, better programming, new media campaigns, brand identity, social media and web usability.

WORK EXPERIENCE

MARKETING DIRECTOR

MARTINLOGAN

2009 - CURRENT

LAWRENCE, KS

Developed a Direct Marketing Strategy for a niche, hi-end segment of customers interested in premium loudspeakers.

- In charge of all marketing activities, including print and web advertising, brand identity, website development, creative, social media, voice of the customer, and marketing analytics. Report and work directly with the Senior VP of Sales, President & Chief Operating Officer.
- Redesign and programmed MartinLogan.com to engage customers, focused on building a brand story to demystify electrostatic loudspeakers to the average consumer. Created and streamlined in-house database systems to support direct-to-consumer marketing efforts.
- Key decision making with new product development and brand identity.
- Created a successful video campaign that engaged consumers through YouTube, Facebook as well as news and social media outlets. Over 400% growth in video views and 800% in Facebook participation in a year, and growing exponentially.

WEB MARKETING MANAGER

POLKAUDIO

2007 - 2009

BALTIMORE, MD

Key member of the Direct Sales Team, created in '07 and tasked with developing a viable direct-to-consumer sales and e-commerce business model.

- Assisted creating and streamlining in-house operations to facilitate all direct-to-consumer fulfillments, from order processing to shipping out of our San Diego warehouse. Developed a "no-touch" automation of web sales, flowing orders from an online web site, created and managed in-house, to integrate with our internal ERP software system for processing and fulfillment.
- Redesigned the corporate website to align with our direct-to-consumer sales plan, increased online sales over 600% in 2008.
- Managed a web marketing team to execute all online marketing activities and increased online sales growth exponentially year over year.

WEBMASTER

POLKAUDIO

2001 - 2007

BALTIMORE, MD

Built and managed all corporate websites, organized product information for collaboration using web applications I custom built, and created a dynamic and useful website that engaged customers. Leveraged the website by marketing select products direct-to-consumers.

- Rebranded the corporate site to align our traditional marketing efforts and goals with online initiatives, specifically giving the website a "voice" that talks to customers in an engaging and empowering way. Spoke directly to consumers with trackable email marketing campaigns and targeted banner advertising.
- Worked directly with the Senior VP of Marketing to coordinate print advertisement campaigns with trackable, response-based websites.

EDUCATION

MASTERS OF SCIENCE (M.S.) - Applied Information Technology

TOWSON UNIVERSITY, COLLEGE OF GRADUATE STUDIES AND RESEARCH

GRADUATED 2010

TOWSON, MD

BACHELOR OF SCIENCE (B.S.) - Physics

TOWSON UNIVERSITY, UNDERGRADUATE

GRADUATED 2002

TOWSON, MD

ADDITIONAL INFO

- Recognized by CustomerRetailer magazine as a "2011 Young Turk of Consumer Electronics."
- Worked in the consumer electronic industry for over 12 years and have a deep passion for music; I play the guitar, bass and piano.
- Fluent in many <programming> languages.