

brian glassman



SUMMARY

A highly motivated, proactive Graphic Design and Digital Marketing Professional with wide-ranging experience and capability to work within any industry. Proven ability to drive multiple concurrent projects from concept to delivery. Communicative and personable design and digital marketing evangelist who clearly and persuasively describes the benefits of various technologies and marketing best practices.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Solid Digital (2017-Present)

Leadership role, directly responsible for hiring, day-to-day management and development of marketing department staff. Assist with business development initiatives, presentations, and new client onboarding. Perform strategic assessments and develop effective digital marketing plans based on client business challenges and objectives. Delegate production tasks and provide program support.

Digital Marketing Manager, Usman Group (2016-2017)

Work with middle-market clients in a variety of industries to augment SEO and PPC efforts, drive results through iteration and evaluation, and clearly report impact. Fast-paced, multi-disciplinary production/account management hybrid role with direct responsibility for key client accounts.

Contributing Writer, Millo.co (2016)

Drove views, meaningful engagement/discussion, and social sharing as a contributing creative professional.

Lead Designer, Rainmaker Internet Marketing (2011-2016)

Advanced company objectives by diligently managing a team of three freelancers; providing training, support, and feedback/quality control on a variety of client projects, including web development and search engine optimization. Consolidated resources by undertaking several key roles, including graphic design, web design, account management, and SEO/digital marketing strategy.

Design & Digital Marketing, Independent Contractor (2008-Present)

Earned increased client retention rates by exceeding expectations and providing a variety of design, development, and marketing services.

CONTACT INFO

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EXPERTISE

Team Leadership
Tactful Communication
Digital Marketing
Graphic Design/FED
Strategic Planning
Adobe CC/Sketch
Moz/SEMrush
Google Analytics
Google AdWords
HubSpot/Mailchimp

EDUCATION & CERTIFICATIONS

College of DuPage

Graphic Design Certificate

Google

Analytics Certification
AdWords Certification
Partner Agency Program Certification

HubSpot

Inbound Certification

HONORS & AFFILIATIONS

AIGA

Contributing Member

Phi Theta Kappa

Honors Society Member