**Brennie Conkle**

**Customer Acquisition Leadership**

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**Digital Marketing Executive**

Earned reputation for excellence as a senior leader in Digital Marketing by driving growth across revenue, new customer acquisition, and customer retention while reducing spend.

* Launched 1st Digital Marketing Department for SunTrust Bank
* $25M P&L Ownership for Bank of America
* Digital Strategy Leadership for SMBs to F50 companies

Trusted leader who builds high-ROI digital marketing teams and operations from the ground-up and leverages emerging martech solutions to elevate capabilities.

Deep financial services background for market-leading organizations including Bank of America and SunTrust Bank (Now Truist) augmented by experience in technology and durable goods sectors.

**Digital Marketing Strategy** ▪ **Paid Search** – **SEM & PPC** ▪ **SEO** ▪ **Team Build-out & Leadership** ▪ **Technology Development & Implementation** ▪ **Change Management** ▪ **Customer Retention** ▪ **Martech** ▪ **New Customer Acquisition** ▪ **Demand Generation**

**Career Highlights**

**Wells Fargo Customer Experience Consultant (Through Apex Systems)- 2021 – Present**

*$70B+, Fortune 50 bank, and 4th largest in the US with 5,200+ branches serving customers across the country.*

**Cross-Channel Line of Business Channels Lead**

*Develop and launch customer experiences across multiple channels for various products.*

* Launched initial Affluent Premier Experience working with multiple channel and line of business teams delivering a cohesive experience for the new Affluent Brand.
* Created roadmap and execution strategy for segmentation personalization including journey orchestration leading to a more cohesive customer experience

**First State Bank 2018 – 2020**

*Community bank, and only locally owned bank in the Florida Keys; specialize in high-net-worth individual customer profile.*

**Vice President, Digital Banking Officer**

Develop and launch digital banking capabilities including payments, online banking products, mobile banking, and voice response. Oversee 10-person team driving Digital Banking, Call Center, Customer Retention and Digital Strategy efforts. Leverage technology and data analysis to reduce friction and improve customer experience.

* Increased open accounts by 15% by developing and launching bank’s 1st online banking application; over-delivered on initial goal by 200%.
* Achieved 98% customer retention rate in Y1 (from just 89%) after enhancing Customer Retention program to re-align communications with key customer lifecycle events and segmentation.

**Invoca** **2016 – 2018**

*Market-leading call intelligence start-up with 200-employees leveraging data analytics & AI to improve voice customer interactions.*

**Vice President, Customer Strategy**

Joined start-up to leverage background as a customer and top marketer to collaborate between Sales, Customer Success, and Marketing teams to develop comprehensive customer strategies that grew prospects and existing accounts.

* Secured 2 new Fortune 100 customers (worth up to $6M each) in just 3 months after building out account-based marketing program with Marketing team.
* Contributed to 108% YOY sales growth by creating slide decks and delivering presentations with Sales team.
* Grew customer retention to 96% by developing a customer maturity model to expand accounts and revenue.

**SunTrust Bank (Now Truist)**  **2013 – 2016**

*Top 12-ranked US bank serving retail and commercial customers with $200B in assets; merged with BB&T in 2019 to become Truist.*

**Vice President, Enterprise Digital Acquisitions & Marketing Technology Lead**

Recruited to operationalize and launch a Digital Marketing program by building out a team to drive customer acquisition. Initially supported deposits before growing role to include all B2B and B2C bank products.

* Recruited, trained and led a team of 5 to launch and manage a robust digital marketing strategy encompassing paid search (SEM/PPC), SEO, affiliate marketing, display ads.
* Decreased agency costs by $1.2M and cut media costs by 30% by implementing an ad management platform.
* Delivered a 10% increase in conversion for Mass Market Retail resulting in $1M+ lift in revenue after implementing a landing page and testing optimization program.
* Increased online lead generation by 100% and monthly average ROI by 300% after developing a paid search program for Mortgage line of business.

**Kimberly Clark Professional**  **2012 – 2013**

*Multinational, Fortune 500 manufacturer and distributor of kitchen and bath products as well as laboratory and safety equipment.*

**Digital Marketing Lead**

Brought on to reinvigorate stagnant corporate website while driving digital transformation and application development leveraging Agile methodologies to drive growth corporatewide.

* Increased website traffic by 25% in just 2 months after building a template for global website use and managing the Agile development of the new site in English and French.
* Increased value per order by 20% for high-profit-margin safety equipment category after building mobile application for field sales reps.

**Bank of America**  **2004 – 2012**

*$100B+, Fortune 50 bank, and 2nd largest in the US with 4,300+ branches serving 66M customers across the country.*

**VP, Digital Marketing, Deposits Onboarding Programs** ▪ **2011 – 2012**

Promoted to spearhead digital transformation of deposit onboarding and cross-sell program to increase efficiency and decrease cost of onboarding new customers.

* Increased primary account adoption rate by 20% after leveraging best practices, voice of the customer research, and analytics to implement an integrated customer experience for new deposit customers.
* Launched email trigger program to optimize customer communication and delivery timing in the customer lifecycle; increased click through rate (CTR) by 6% and decreased the opt out rate by 5%.

**VP, Digital Marketing, Credit Card** ▪ **2009 – 2011**

Tapped to drive 3rd-party digital credit card acquisitions bank-wide while managing a 3-person team and $25M P&L.

* Delivered 133% lift in sales after leading agencies and internal team to launch best-in-class marketing efforts.
* Elevated incremental new acquisition volume by 15% through innovative partnerships with affinity companies to co-brand cards; partnered with Facebook for first-to-market live Facebook chat.
* Collaborated with Google’s product team to launch “Google Compare” product for credit cards, checking, and mortgage products.

**AVP, Digital Marketing (Supporting Credit Card)** ▪ **2006 – 2009**

**Senior Project Analyst, Global Project Management (PjM)** ▪ **2004 – 2006**

**Education**

**Bachelor of Arts (BA), Political Science & Communications** ▪ University of North Carolina at Chapel Hill

**Bachelor of Science (BS), Business Administration, Information Systems** ▪ Appalachian State University

**Recent Industry Leadership**

Self-Services Group Co-Chair ▪ **Signature User Conference** ▪ 2018 – Present

Member ▪ **Adobe User Board** ▪ 2017 – 2018

Featured in “[The Future of Digital Banking is About Great Conversations](https://thefinancialbrand.com/66647/future-digital-banking-call-center-experience/)” by Financial Brand ▪ 2017

Speaker ▪ **Adobe Summit**, “Accelerating Acquisition” ▪ 2016

Speaker ▪ **Digital Summit Dallas**, “[Creating the Optimal Omnichannel Journey with Call Data](http://digitalsummitdallas.com/2015/agenda/%22%20%5Cl%20%22creating-the-optimal-omnichannel-journey-with-call-data)” ▪ 2015

Feature Keynote Speaker & Panelist ▪ **Invoca Call Intelligence Summit**, “Analytics, Adwords, and Calls, Oh My!” ▪ 2016