

Brian P. Clifford

Email marketing | Marketing automation | Marketo certified | Strategic digital marketing | Microsoft 365 | HTML | Google Analytics | Database management | CRM management | Copywriting | 7 years ad agency experience

EDUCATION

University of North Carolina Wilmington
Bachelor of Arts, Communication Studies
Lambda Pi Eta National Communication Honors Society
AmeriCorps NCCC Diversity in Service

SUMMARY OF SKILLS

- Excellent project management and strong verbal/written skills
- Comfortable working independently and reliable team partner
- Adobe Creative Suite, Microsoft 365, Marketo, Hubspot, Pardot, Marketing Cloud, Klaviyo, Salesforce, Active Campaign, HTML, AMPscript, SQL, Google Analytics, Google Suite, Basecamp, ClickUp, Jira, Facebook Ads, LinkedIn Ads

RELATED EXPERIENCE

Ryze Agency

Director of Marketing Automation

August 2024 — November 2024

- Oversaw the strategic development of multi-channel campaigns (email, SMS, push notifications) to drive personalized, data-driven marketing experiences at scale
- Established best practices for segmentation, personalization, and trigger-based automation, improving campaign effectiveness promoting live webcasts and on-demand promotional content
- Integrated automation platforms (e.g., HubSpot, Salesforce Marketing Cloud, Marketo) with CRM and analytics tools, enabling end-to-end campaign tracking and real-time performance optimization
- Analyzed customer journey data to refine audience targeting strategies, enhancing ROI for high-growth e-commerce clients
- Provided leadership on GDPR and CCPA compliance initiatives, ensuring client campaigns adhered to privacy regulations while maintaining engagement quality
- Fostered strategic partnerships with design, development, and analytics teams to create seamless, on-brand, high-performing automation flows for e-commerce brands

Royal Caribbean Cruise Lines

Managed Engagement email marketing campaigns for the international business unit

Email Developer

February 2024 — July 2024

- Coded and tested responsive HTML email templates aligned with Royal Caribbean's brand guidelines, ensuring compatibility across major email clients and devices
 - Developed email assets using Marketing Cloud Content Builder
- Scheduled emails across global time zones using Marketing Cloud Automation Studio
- Optimized email deliverability by following best practices in coding, list segmentation, and sender reputation management
- Utilized A/B testing and data analysis to improve email open rates, click-through rates, and overall engagement
- Collaborated with marketing and design teams to create engaging, on-brand email campaigns that resonate with cruise audience demographics
- Integrated dynamic content and personalized elements using scripting languages (e.g., AMPscript, Liquid) to enhance user experience and boost engagement
- Conducted rigorous testing using tools like Litmus or Email on Acid to ensure optimal display across various devices and platforms

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- Maintained and optimized email automation workflows, such as welcome sequences, abandoned cart reminders, and loyalty program updates
- Tracked and reported campaign performance metrics, using insights to refine future email strategies and align with key business goals

829 Studios - Digital Agency & Marketing Consultancy

Managed 60+ marketing campaigns for clients of 829 Studios using a data-driven strategy

Marketing Automation Specialist

September 2022 — July 2023

- Secured new clients via Marketo platform audits
- Developed and implemented Marketo nurture programs
 - Top of Funnel (TOFU)
 - Middle of Funnel (MOFU)
 - Bottom of Funnel (BOFU)
- Implemented Marketo trigger campaigns
 - Operational lead scoring
 - Deliverability monitoring
 - Nurture campaign membership
 - Auto-responder emails
- Prepared and delivered presentations to clients as part of campaign planning/reviewing
 - Presented monthly, quarterly, and yearly data reports including:
 - Nurture program performance reports
 - Email performance reports
 - Email link performance reports
 - Industry benchmarks
 - A/B tests
- Conducted database hygiene
 - List imports/exports
 - Deduped records
 - Purged invalid & unengaged email records
 - Researched deliverability issues related to data quality
- Created audience segments to utilize dynamic content and manage deliverability
- Utilized tokens for personalization as well as lead-scoring campaigns
- Synced CRM with marketing automation platform (MAP campaigns -> CRM campaigns)
 - Marketo -> SFDC
- Assisted in platform data migration & recreation of 1:1 marketing campaigns
 - Hubspot -> Marketo
- Created emails assets using native platform email editor and HTML code
- Created landing pages and forms using native platform tools

BroadcastMed (March 2018 – July 2022)

Managed 250+ marketing campaigns for BroadcastMed and the nation's top healthcare organizations, including Mayo Clinic, The Ohio State University, Boston Scientific, Medtronic, and Cedars-Sinai Hospital

Business Development Manager

May 2021 — July 2022

- Executed marketing email campaigns promoting live webcasts and on-demand content
 - Discovered ideas and wrote content
 - Created content marketing calendar
 - Managed email creation process across departments
 - Developed product release nurture email campaigns
- Database management

- Managed all aspects of 30k+ prospect database: new contact imports, Salesforce integration, unsubscribes, deliverability, audience segmentation, lead intake forms
- Sales support
 - Developed sales collateral for website and email campaigns
- Managed communication with outside marketing vendors for additional sales support surrounding live streaming and on-demand content
- Directed website updates
 - Copywriting B2B services and product pages
 - UX website recommendations
- Produced marketing reports for email campaigns, website traffic, and paid social ads

Marketing Lead

October 2018 — May 2021

- Managed and executed campaigns for client portfolio of 30+ top healthcare organizations
 - Collaborated interdepartmentally to execute campaigns promoting live and on-demand broadcasts
 - Edited and proofed email, banner ad, and social campaign copy promoting live and on-demand broadcasts
 - Managed team members' internal timelines to meet client deadlines
 - Produced client email performance reports
 - Consulted with clients: set expectations on project timelines and deliverables, educated clients on website/email analytics, resolved problems/concerns
 - Measured and optimized campaign performance to deliver relevant content to customers
- Developed case studies for marketing/sales collateral
- Developed internal guidelines for marketing processes

Marketing Specialist

March 2018 — October 2018

- Curated content for weekly newsletters sent to 500K+ subscribed AMA-verified physicians
- Created and scheduled 10 weekly newsletter email blasts
- Managed and executed campaigns for client portfolio of 10+ top healthcare organizations

Bob's Stores and Eastern Mountain Sports

October 2017 — March 2018

Digital Marketing Coordinator

- Scheduled and sent email blasts to 1,000,000+ subscribers
- Coded emails using HTML
- Developed and maintained social media profiles while monitoring company's online reputation