

Andy Brennan

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SUMMARY OF QUALIFICATIONS - DIRECTOR OF MARKETING

Award winning innovative Marketing Director with a remarkable track record of providing vision, direction and strategic leadership. Consecutively escalating experience in a variety of sales and marketing roles with a proven ability to develop and execute multi-faceted business development ideas and strategies. Creative in developing new products as well as analytical skills and extensive P&L responsibilities. More than ten-years' experience in digital products having moved from traditional to "new" multi-media news provider. A confident manager with a high level of integrity and a talent for identifying new revenue sources and solving complications by presenting creative solutions. Audience Development expertise in creating event programs from ground up resulting in new business and deeper engagement by and existing customers. Manager who encourages collaboration, professional growth and top performance from team members to meet corporate goals and objectives.

- Transformed weekly journal to a high-growth multimedia organization with new strategic focus and varied revenue channels.
- Delivers engaging, insight-driven digital capabilities which transform business and ensures incredible customer experiences.
- Uncovers new and innovative approaches and connects opportunities to current business goals and objectives.
- Proactive, resourceful, creative problem solver; takes initiative and starts from scratch when necessary.
- Cultivates business relationships with top executives and senior leaders to develop clear and long-term organizational goals.
- Confident, ambitious and a well-versed professional with extensive and practical marketing experience.
- Extensive success in the development, mentoring and leadership of top-performing personnel.
- A management and leadership style which encourages collaboration, cooperation, and personal growth.

PROFESSIONAL EXPERIENCE

Director of Audience Development

Jacksonville Business Journal, **American City Business Journals**, Jacksonville, Florida

Sep 2011- Present

Manages and supervises sales department, event manager, contractors and vendors with a \$650K annual expense budget. Directs company's external media accounts, corporate sponsor relationships and community affairs. Consistently directs all branding, advertising and promotional initiatives including strategic partnerships in print, online, TV radio, events, direct mail and outdoor. Manages all email marketing campaigns promoting events products and services using Exact-Target platform. Plans and executes multiple high-profile business events, tradeshow and symposiums annually.

- Proven ability in creating strategic plans, implementing, managing, and tracking all facets of company's consumer channels and marketing initiatives, including: P&L, forecasting, sales management, implementation of acquisition/retention programs, event production and management, development and management of various channel revenue programs.
- Implemented company identities on multiple Social Media platforms including: LinkedIn, Face Book & Twitter totaling 57,000+ followers. Created and manage the Jacksonville's largest LinkedIn business group w/ 12,000+ members.
- Significant track-record of growing newsletter opt-in's to more than 24,000 with an average growth of 11.7% annually.
- Instituted 10+ high ROI revenue channels transforming a traditional weekly to high-growth digital organization.
- Launched and manage growth of various newsletter products which have grown and average of 11% annually.
- Spearheads a line of co-sponsorships for industry related business events by leveraging strong working relationships with external clients. Consistently directs all branding, advertising, and promotional initiatives, which includes: strategic partnerships in print, online, TV, radio, events, direct mail, and outdoor.
- Appointed to the first audience development advisory panel. Formed to address corporate audience development issues.
- Directs company's external media accounts, corporate sponsor relationships, and community affairs.

Measurable Results:

Created reprint sales initiative which garnered \$2.3MM in national revenue 2014 through 2015; Championed paid subscriber growth at a 2.3% annualized average vs. 1% annualized average growth budget 2011 thru 2015; Increased event incomes by an annualized average of 42.8% 2011 through 2015; Grew channel revenues by an average of 9.5% annually 2011 thru 2015; Drove Audience Development departmental revenue growth by an 11.7% annualized average from 2011 thru 2015; Grew annualized event channel revenues an average of 131% annually.

Corporate Honors: **ACBJ Circulation Excellence in Marketing Award 2011** Presented annually for having established innovative marketing strategies; **ACBJ Summit Award 2011** Presented every three-years for achieving consecutive operating unit budget goals; **ACBJ Eagle Award for Excellence 2015**. The Eagle Award is considered American City Business Journals' highest honor.

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Director of Circulation & Marketing

Jacksonville Business Journal, **American City Business Journals**, Jacksonville, Florida

Dec 2001 - Sep 2011

Similar responsibilities as above.

Measurable Results:

Grew paid circulation w/ consistent 4% y/y average vs. 3% annualized growth budget '02 thru '07. Grew paid circulation 19.9% '02 thru '07. Ranked fastest growing regional publication in the ACBJ Chain 2003 thru 2006. Grew JBJ produced events from four in 2002 to seventeen in 2008 growing annualized out-of-paper revenue an average of 124% annually.

Corporate Honors: **ACBJ Excellence in Marketing Award 2003, '06, '09 & 2010** Presented annually for having established innovative marketing strategies; **ACBJ Summit Award 2007** Presented every three-years for achieving consecutive operating unit budget goals; **ACBJ Eagle Award for Excellence 2003, '04, & 2010**. The Eagle Award is considered ACBJ's highest honor presented by ACBJ's chairman.

Circulation Marketing Manager

Florida Times-Union; **Morris Communications**, Jacksonville, Florida

May 2000 - Dec 2001

- Created plans, implemented and managed newspaper's retail single copy promotions and home delivery subscriber sales initiatives, and supervised branding, advertising, and promotional initiatives.
- Managed production of marketing campaigns for FTU, Water's Edge Magazine, and Jacksonville.com.
- Negotiated contracts and event sponsorships; oversaw the department's \$350K annual expense budget.

Acquisition & Retention Manager

Florida Times-Union, **Morris Communications**, Jacksonville, Florida

Aug 1997 - May 2000

- Created attrition-based plan to grow home delivery through increased retention of consumer base and new sales channels.
- Budget, strategically plan, implement, manage and track all acquisition, retention, collection programs and initiatives.
- Grew sales and retention efforts consistently achieving monthly sales goals while controlling overall cost-per-order.
- Manage and supervise circulation promotion coordinator and acquisition and retention administrative assistant.
- Manage \$1.8MM annual departmental budget.

Measurable Results:

Grew paid circulation y/y, 2.06% daily and 2.60% Sunday 12 months ending Sep 30, 1999. *Fastest growing newspaper in Florida throughout 1999, *Fifth fastest growing in the United States. Sources: Audit Bureau of Circulations 1998, March 31, & September 30, 1999 Publisher's Statements. **(Newspapers with more than 165,000 daily circulation)

Promotion Director, News Chief Publishing, **Morris Communications**, Winter Haven, Florida

Dec 1994 - Jul 1997

Centennial Projects Manager, Tampa Tribune, **Media General** -Tampa, Florida

Dec 1993 - Oct 1994

Promotion Manager, Tampa Tribune, **Media General** - Tampa, Florida

Feb 1991- Dec 1993

Retail Advertising Sales Executive, Tampa Tribune, **Media General** - Tampa Florida

Jun 1989 - Feb 1991

Advertising Production Lead, Tampa Tribune, **Media General** - Tampa, Florida

May 1988 - Jun 1989

EDUCATION

- Saint Leo College, Saint Leo, Florida - Studies for B.S. Business Admin 1992 - 1994

PROFESSIONAL TRAINING

- Certified Sales Training: The Digital Advertising Universe 2013 - 2014
- Certified Sales Training: Digital Marketing Management 2012 - 2013
- Sandler Systems: Sandler Leadership Training Program 2011 - 2012
- Crestcom International: Bullet Proof Manager Program 2009 - 2010
- Opus Communications: Management Training 2006 - 2007
- American City's Annual Marketing Director Conferences 2002 - 2011
- American City's Coaching for Performance Management Training 2004 - 2005

PROFESSIONAL SERVICE & NON-PROFIT LEADERSHIP

- Jacksonville Regional Chamber of Commerce, Trustee Member 2010 - 2018
- CareerSource Florida, Volunteer Presenter & Facilitator 2010 - 2018
- Boy Scouts of America North Florida Council, Over the Edge Jacksonville Event Chairman 2015
- Operation New Uniform, Member Board of Directors 2014
- Boy Scouts of America North Florida Council, OTE Event Marketing Committee Chairman 2013 - 2014

References and Alliance for Audited Media Audits Available by Request or visit: <http://linkedin.com/in/johnabrennan>