

BRIAN D. ROCKWELL

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CREATIVE DIRECTION AND PROJECT MANAGEMENT

A creative, visual storyteller and communications expert with a Master of Communications in Digital Media and hands-on experience leading communications strategy, branding and design, and leading creative direction to build visibility and drive engagement for diverse clients and companies.

A hands-on communicator with experience leading teams, training staff, and demonstrated success in fostering positive relationships in all aspects of the work environment helping to build a cohesive team, trust, authority, and value among all constituents.

- Deep background in content strategy, web technologies, storytelling for brands, social engagement, and community management with a record of success across key areas, from building audiences and generating leads to increasing revenue.
- Strong organizational and oversight skills with experience managing complex campaigns, staff and interns, partners and vendors, and project management skills to ensure fulfillment of deliverables that meet or exceed expectations.

Areas of Expertise & Technical Skills:

Digital Marketing & Communications • Social Media Management • Client Services • Account Management • Web Design
Graphic Design • Email Marketing • Content Marketing • Project Management • Vendor Relations •
• Branding & Messaging • Ad Creative • Copywriting • UX Content Strategy
MS Office 365 • Adobe Creative Suite • WordPress • Jonas/Members First • Google 360 • Podio • Figma • Canva • Salesforce
Lightning • Camtasia •

PROFESSIONAL EXPERIENCE

Colonial Country Club | Fort Worth, TX

1/2024-10/2024

COMMUNICATIONS MANAGER

- Authored and implemented a new communications strategy outlining existing and future channels with a "who, what, when, and how" approach to managing channels.
- Spearheaded workflows for departments to submit information for weekly updates, promotions, and employee information.
- Elevated the digital experience for the membership by developing new design for mobile friendly weekly update, the creation of a lifestyle magazine, installed online registration, and increased the use of video announcements for emails and social media.
- Implemented online storage for content archive.
- Acted as brand ambassador ensuring proper use, distribution, and representation of the club brand and logo.
- Developed and implement style guides and templates for social media, membership communications, graphic design, and website content.
- Used club-specific software such as JONAS and MembersFirst to manage the website, user logins, and rosters.
- Managed signage/digital readerboards delegating to staff for updates, promotional flyers, and information.
- Oversee the text message and push notification services for immediate and/or emergency notifications to staff and/or the membership.
- Shot, edited, and produced high-quality video and photography for club media and publications.
- Interviewed professional golfers, golf club architects, and other influencers in the golf space for club magazine articles, notably Gil Hanse, and Charles Schwab Challenge winner, Davis Riley.
- Created and distribute member-facing and staff video tutorials utilizing Camtasia.
- Oversaw social media and created a staff volunteer group and review process to help capture club activities and post to social media.
- Created and managed content and editorial calendars (internal use).

Fairwood Golf & Country Club | Renton, WA**Present****COMMUNICATIONS DIRECTOR**

Responsible for managing club communications and marketing including social media, email marketing and newsletters, print and digital flyers, reader boards, brochures, one-sheets, and more. Main website administrator, graphic designer, and content creator.

- **Improved the aesthetic, readability, and organization of the Fairwood eCaddy newsletter** through the design and organization of content. Increased open rates, reduced bounce rates, and increased user satisfaction.
- **Updated weekly communications for “Monday Updates”** increasing open rates and user satisfaction.
- **Increased social media presence on every channel and in every category**, from engagement, to reach, to followers, likes, and shares.
- **Help to develop communications strategies** for club communications, membership, events, golf tournaments, swim and fitness, food and beverage

Multiple Client Companies | Renton, WA**2018-2022****DIGITAL MARKETING AND COMMUNICATIONS CONSULTANT**

Partnered with clients to optimize all aspects of digital marketing and communications, from developing comprehensive plans to creating and managing websites, social media platforms, and marketing collateral—incorporated storytelling and brand messaging to align online content with interests of target audiences. Captured organic and paid traffic through social media initiatives and lead generation strategies.

- **Increased annual revenue YoY for 4 years for local company** through delivery of optimized branding, web design, digital marketing, and social media marketing.
- **Created brand logo and increased social media adoption for Washington State Motorcycle Association**; consulted on social media, resulting in jump from less than 1K Facebook group members to 9.5K.
- **Took on two (2) volunteer roles:**
 - (2020) **University of Washington’s COVID-19 Consulting Program**—Drive website redesign and digital communications strategy for First Five Years and Beyond, with focus on building awareness, growing donations and community support.
 - (2018) **Food Lifeline, Inc**—Developed digital communications strategy as part of rebranding project; delivered new website design, best-practices social media guide, and donor catalog.

Quotewizard.com | Seattle, WA**April 2020-August 2021****ACCOUNT OPTIMIZATION SPECIALIST**

Deliver technical and product-optimization support to national client base, aligning solutions to individual needs and goals. Onboard new clients, maintain communications in Salesforce Lightning, and respond quickly to problems to ensure retention of business.

- **Consistently placed in Top 10 for upsells**, while generating an average 30-day value of \$16K/month (32K for highest month).

Conversion Logix | Bothell, WA**2019-2020****CLIENT SERVICES COORDINATOR**

Maximized impact of client campaigns through strategic digital marketing using Facebook Business Manager, while creating compelling ad copy to drive messaging—proofread/edited all content. Led projects for social media, Google Ads, and display/email channels. Composed headlines, subject lines, and ad copy to capture target audiences, as well as microcopy/CTA’s used in display ads, Instagram Stories, and emails. Managed email marketing, including lists, scheduling/sending messages, and creating reports to show open, click, bounce, and opt-out rates. Responded to sales and client requests as needed.

- **Played a key role in reducing vacancies for apartments and senior living complexes nationwide** through consistent delivery of optimized ad content.
- **Improved workflow, product adoption, and client integrations** by spearheading the development of documentation and help guides for clients and internal stakeholders.
- **Expertly managed up to 30 projects daily, in a fast-paced, deadline-driven environment**, by developing an efficient multiplatform workflow to ensure project communications, benchmarks, and deliverables were executed efficiently.

Union Marine | Seattle, WA**2018****DIGITAL MANAGER**

Optimized presence through the development of dynamic content for use across social media channels, websites, and paid/email advertising platforms. Shot and edited photos/videos for social media and scheduled posts. Oversaw 3rd-party vendors for graphic design, video, and print projects. Managed special events (boat shows, retail events, boating getaways) for top clients.

- **Increased social media engagement 30% in just 4 months** by publishing paid, earned, shared, and owned media for boating enthusiasts and prospective customers across appropriate platforms.

Tube Art Group | Bellevue, WA**2014-2015****CLIENT SERVICES COORDINATOR**

Drove content creation and messaging for company providing multimedia signage, scoreboards, and advertising displays; designed and built WordPress website, including all SEO research and delivery of new navigation and UX design. Developed social media content to reach target clients. Supported sales through creation of RFPs, slide decks, and one-sheets. Measured success of outreach, tracking metrics for delivery through social media, web-based, and email initiatives.

- **Doubled social media followers across platforms (LinkedIn, Twitter, and Facebook)** by increasing frequency and quality of owned content to showcase company history, culture, thought leadership, and industry expertise, and publishing shared and earned content from industry publications and local news outlets.
 - Consolidated duplicate accounts, created a YouTube channel, and streamlined social content workflow.
- **Improved SEO** by leading effort to correct and expand listings and directories.
- **Developed new website to improve user experience**, better highlight the company's capabilities and verticals, as well as its culture, and showcase past and present projects. incorporated SEO web copy, links, and other key tactics.

Discount Drivers | Seattle, WA**2013-2014****PRODUCT MARKETER**

Developed and executed marketing strategies using web graphics and photos, to drive interest in online product listings. Created copy and listing information for products on eBay.

- **Generated increased phone calls, email inquiries, store visits and sales for several high-ticket/featured items** by updating product headlines with keyword research, images quality, and placement on the website.

KCTS-9 | Seattle, WA**MEDIA INTERN**

Edited and updated HTML content in Drupal CMS for station's website. Created web graphics and ad banners, improved photo quality, and edited video using Adobe Premiere.

EDUCATION & CERTIFICATIONS

Master of Communications – Digital Media University of Washington, Seattle, WA	2018
Bachelor of Science in Management Northern Arizona University, Flagstaff, AZ	2001
Web Publishing University of Washington	2013
Graphic Design Bellevue College	2014
Google Ads Google	2018
Content Marketing Certificate Hubspot Academy	2021
Social Media Proficiency Hootsuite	2018

CAREER NOTE: Spent 10 years as **Program Coordinator for Department of Parks and Recreation, City of Kent, Washington**. Ran community programs, special events, after-school programs, and more. Hired and trained staff, conducted marketing, created social media pages, expanded programs, partnerships, and media relations. Recipient of the Washington State Recreation and Parks Association "Outstanding Teen Program" Award in 2009.