

BRIAN T. WEISKE

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QUALIFICATIONS PROFILE

Highly-accomplished design and development professional with extensive experience in creative branding, user engagement and project management. Skilled at streamlining business processes to drive efficiency, productivity and profitability. Proven leader equipped with advanced business acumen, as well as stellar interpersonal and communication skills.

Areas of expertise, design, and media...

USER ENGAGEMENT

- Social Media
- UI/UX
- KPIs & Performance Metrics

CREATIVE BRANDING

- SEO
- Marketing Strategy
- Trade Show Attendance

PROJECT MANAGEMENT

- P&L Accountability
- Team Leadership
- Budgeting and Forecasting

PROFESSIONAL EXPERIENCE

38WEST.COM, Mission Viejo, CA

Owner & Creative Director, 2015 – Present

Operate and oversee creative direction and graphic design initiatives of a small business specializing in web design, UI, UX, E-commerce, and SEO marketing.

Key Achievements:

- Steer corporate strategy in both B2B and B2C markets to bolster visibility.
- Conceptualize and implement key performance indicators and metrics to optimize growth campaigns.
- Successfully curate brand and marketing stratagem to catalyze business development in target markets.

VITEC VIDEOCOM (*division of Vitec Group*), Chatsworth, CA

Creative Director, 2015 – 2016

Directed the design team and creative marketing projects for the Videocom division of Vitec Group (contract).

Key Achievements:

- Project managed the Vitec Group's website rebuild initiative for potentially 8 sites. Incl. identifying needs, reviewing options, gathering resources, determining scope, UI/UX design and projecting an attainable timeline.
- Designed and managed all creative projects, campaign development and online advertising initiatives for the Videocom division.
- Managed global creative team from US, UK & Germany (incl. traveling to UK).
- Developed and led engagement offerings via email, social media and trade show events.

continued...

EVISIONS, Irvine, CA

Creative Director/Marketing Director, 2009 – 2015

Directed the strategic planning of digital and print marketing, corporate branding, and event planning initiatives. Facilitated internal and external audits to ensure conformance with all corporate goals, stakeholder targets, and revenue objectives. Supervised and oversaw a team consisting of marketing management and external contributors.

Key Achievements:

- Increased social media engagement by 230% by creating and implementing a more streamlined nurture process for announcements and updates.
- Assumed full P&L accountability over an annual promotional budget of \$1.2M.
- Produced key performance indicators and market metrics to foster lead generation and maximize ROI.

MAJESTIC REALTY CO, City of Industry, CA

Creative Manager, 2001 – 2008

Managed a global team of contractors, designers, and cross-functional employees in daily marketing operations.

Key Achievements:

- Created and integrated user engagement and revenue optimization initiatives to raise profitability.
- Played an instrumental role in the design, development, and roll-out of company web sites.
- Instituted and maintained website analytics and tracking to monitor performance in targeted markets.
- Augmented creative workflows through continuous improvement to existing practices.
- Carried out a system-wide SharePoint implementation and achieved measurable success.

NOWDOCS, City of Industry, CA

Creative Manager, 2000 - 2001

Oversaw corporate creative strategy and managed product branding activities.

Key Achievements:

- Led and directed UI for websites, content creation, and corporate identity.
- Tackled strategic planning to enhance user engagement through multiple forms of media.

BUY.com, Aliso Viejo, CA

Creative Manager, 1998 - 2000

Directed and managed all digital and print marketing initiatives enterprise-wide. Governed the cultivation of marketing offers, e-mail campaigns, landing pages, and microsites.

Key Achievements:

- Successfully contributed to the implementation of revenue generation programs, such as B2B promotions, planning and opening of a wireless store, and affiliate marketing.
- Devised and implemented UX, UI, and visitor flow for several domestic and international umbrella sites.

EDUCATION

Degree in Graphic Design & Visual Communication,
Platt College, Irvine, CA

Degree in Marketing & Advanced Graphic Design,
Fullerton College, Fullerton, CA