

BRIAN T. WEISKE

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QUALIFICATIONS / PROFILE

I am a highly accomplished design and development professional. I have extensive experience in creative branding, user engagement and project management and I am skilled at assessing and streamlining business process to drive efficiency, productivity and profitability. I welcome leadership roles and am equipped with advanced business acumen and compassionate leadership.

AREAS OF EXPERTISE

Design & Media

- Digital and Print Design
- Visual Media & Websites
- Adobe Creative Suite

User Engagement

- Social Media
- UI/UX
- KPIs & Perf. Metrics

Creative Branding

- SEO
- Marketing Strategy
- Events & Trade Shows

Project Management

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

PROFESSIONAL EXPERIENCE

HOLSTROM, BLOCK & PARKE, APLC – Corona, CA
Director of Marketing, June 2018 – *Present*

Oversee all marketing efforts for firm's 20 attorneys and 6 locations throughout Southern California. Responsible for strategy, design and execution of all digital, print, networking and social media initiatives.

Key Achievements:

- Responsible for \$1M annual ad spend across Google/Bing, Facebook and various legal directories and print publications.
- Manage a team of up to 4 internal direct reports and various external contractors.
- Designed and developed the firm's core websites, website verticals and various campaign landing pages.
- Developed the firm's first marketing plan, social media plan and content strategy.
- Capture and analyze various metrics and campaign results to develop and/or refine strategic initiatives.

38WEST – 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.

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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.

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.

EVISIONS – Irvine, CA
Creative Director/Marketing Director, 2009 – 2015

Directed the strategic planning of digital and print marketing, corporate branding, and event planning initiatives, worldwide. 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.
- Directed and managed all digital & print marketing initiatives, worldwide. Governed the cultivation of marketing offers, e-mail campaigns, landing pages, microsites and more.

MAJESTIC REALTY CO. – City of Industry, CA
Creative Manager, 2001 – 2008

Designed and developed all marketing initiatives. 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 increase profitability.
- Designed and developed corporate websites and key online marketing initiatives.
- Instituted and maintained website analytics and tracking to monitor performance in targeted markets against corporate goals.
- Adjusted creative workflows through continuous analysis for improvement to existing practices.
- Carried out a system-wide SharePoint implementation and achieved measurable success.

EDUCATION

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

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