

BRIAN J. RIESENBERG

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DIGITAL MARKETING MANAGER

Digital marketing manager specializing in marketing technology, innovation and front-end development. Experienced in all stages of the development cycle for dynamic web projects.

Fueled by an entrepreneurial spirit to develop innovative digital solutions that stand out and impact the most competitive markets. A unique combination of creative and technical skills that earn the most success at the intersection of I.T., operations and marketing.

AREAS OF EXPERTISE

- HTML5/PHP/CSS/Swift
- Progressive Web Apps
- Swift/Xcode (iOS)
- Android Studios
- Responsive Design
- Programmatic Digital Media
- Search Engine Optimization (SEO)
- Content & Database Management
- Vendor Management
- Budget/Cost Controls
- Systems Automation
- Integrated Marketing Campaigns

KEY SKILLS ASSESSMENT

INNOVATIVE DIGITAL SOLUTIONS – Successfully developed web and smartphone applications, websites and process improvement software that generated new revenue, increased brand awareness, improved staff efficiency and cut costs.

PROFESSIONAL EXPERIENCE

CORBUS/PROCTOR AND GAMBLE, CINCINNATI, OH **MARCH 2015 – PRESENT**

DIGITAL PROJECT MANAGER, GLOBAL BUSINESS SYSTEMS (GBS), PROGRAMMATIC OPERATIONS

- Global oversight of Programmatic 2.0 technical operations
- Collection and management of the largest, consumer-driven database in the world
- Built and operationalized several web-based applications that significantly enhanced operations and reduced costs. Among the most impactful:
 - Hawkeye Central – A database-driven application that manages global Hawkeye publisher information
 - Hawkeye Connect – Publisher facing platform used to communicate P&G's publisher integration process, technical requirements and pixel deployment on partner websites
 - TMR (Total Media Reporting) – A robust, data-driven reporting application used to quickly see how targeting impacts performance of brand campaigns
 - PoP (Proof of Performance) - An automated system used to simplify vendor performance verification and invoice accuracy.
- *Efforts contributed to Programmatic 2.0's unprecedented success in becoming the department with the highest ROI in all of Proctor and Gamble.

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES, CINCINNATI, OH

AUGUST 2015 – PRESENT

WEBSITE DEVELOPER AND DIGITAL CAMPAIGN MANAGER

Primary responsibilities include design, develop and maintain new website – ohioache.org

- Strategic website design and consumer engagement campaigns resulted in surpassing annual goals in less than 5 months
- Increased new membership inquirers 350% the first-year new website was live
- Increased event attendance 30% the first-year new website was live, and 50% to date

SYNDAO APPS, CINCINNATI, OH

SEPTEMBER 2016 – PRESENT

WEBSITE AND APPLICATION DEVELOPER

Primary responsibilities include:

- Design, Develop and maintain website – syndaoapps.com
- Design, Develop and maintain 3 smartphone apps:
 - medCNX – medcnx.com (mobile only)
 - emsCNX - uchealth-emsconnect.com (mobile only)
 - codeRED - paperlesshealth.com/codered/ (mobile only)

THE CHRIST HOSPITAL HEALTH NETWORK, CINCINNATI, OH

AUGUST 2012 – PRESENT

CONSULTANT (01/2015- CURRENT)**MARKETING MANAGER (09/2012- 01/2015)**

- Optimized and enhanced digital platform, developing, implementing, and managing websites and technology driven marketing and operational solutions that increase operational efficiency
- Led marketing team in the successful on-time and on-budget delivery of medium and large-scale marketing projects, including developing platform and business model for introducing 'Virtual Visits' to Cincinnati market
- Oversaw marketing and branding efforts for the Cardiovascular service line and Lindner Research Center, developing short and long-term marketing strategies that best represent brands
- Led application development and deployment projects, including creating a first-of-its-kind smartphone app for Emergency Medical Personnel that successfully increased revenue by \$1.6M in first 9 months of deployment
- Collaborated with Cincinnati's local American Heart Association chapter to lead and create the #HeartHappy social media campaign that raised over \$5,000 and drove 2,819 webpage visits with a 98% click-through rate and 82% share rating
- Managed the development and execution of strategic marketing and communications plans, identifying market demands, conducting market research and analysis, and determining marketing resource allocation
- Drove the digital marketing strategy, including search engine optimization (paid and organic), social media, and paid ads, maximizing digital marketing return on investment (ROI)
- Redeveloped Heart-to-Heart eNewsletter, streamlining production and saving an average of \$30,000 annually
- Served as Project lead for social media initiative, successfully accumulating over 7,500 "Likes" for company Facebook page, winning "Most Liked" hospital in Greater Cincinnati by the Business Courier
- Reengineered Keyword and SEO strategy for OhioHeartandVascular.com, establishing key performance indicators (KPIs) to manage performance and communicate results, and saving up to \$12,500 annually

FREELANCE, CINCINNATI, OH

JANUARY 2009 – PRESENT

HTML/PHP DEVELOPER

- Engage in multiple, ongoing HTML and PHP development projects
- Key projects include, developing a secure, web-based application "Paperless Health", used to enhance the capability of electronic medical records (EMR) systems and allow enhanced capability of Medicare online forms
- Collaborated with Cornerstone Healthcare Solutions in developing a HIPPA compliant, online activity report, praised by President as "instrumental in achieving rapid marketplace growth"
- Other projects include developing websites and SEO strategies, as well as an online physician rating management system for Ohio State Neurosurgical Society, Riverhills Neuroscience, and ThankYouforYourTrust.info

OHIO STATE NEUROSURGICAL SOCIETY, CINCINNATI, OH

JANUARY 2012 – AUGUST 2012

MARKETING CONSULTANT

- Planned and developed website, including custom web-based tools, apps, and solutions
- Coordinated and executed annual event for 240 members in collaboration with society president and Mayfield Clinic

RIVERHILLS NEUROSCIENCE, CINCINNATI, OH

JANUARY 2005 – AUGUST 2012

MARKETING MANAGER

- Created and managed consumer focused brand management strategy, overseeing a \$700,000 marketing budget and implementing a fully integrated marketing approach that maximized and integrated the use of new technologies
- Increased website traffic by 22% by creating an eNewsletter, and decreased bounce-rate 7% by redesigning website interface and navigation
- Implemented cost saving efforts, including implementing a fax-to-inbox system that eliminated a recurring monthly expense of \$1,000 and converting 338 medical and operational forms to an interactive, digital format
- Increased quarterly cash flow by 6% through effectively optimizing office systems, including building a SharePoint Intranet that reduced supply costs, improved inventory management, forms distribution management and staff communication
- Managed the implementation of an Electronic Medical Records (EMR) system and a secure online patient portal, training staff of proper usage

MANAGER OF REHABILITATIVE SERVICES

- Transformed underperforming department into producing an annual gross profit of \$1.2M, providing operational guidance to staff and reorganizing operational systems to increase volume capacity by 1 patient per hour, resulting in \$4 thousand more per month
- Devised Industrial Outreach, a program to increase laborers' knowledge of spinal injury and prevention, successfully increasing quarterly revenue by an average of \$48,000

VOLUNTEER**AMERICAN HEART ASSOCIATION, DALLAS, TX**

AUGUST 2015 – PRESENT

NATIONAL COMMUNICATIONS COORDINATING & MARKETING COMMITTEE, BOARD MEMBER**PATIENT AND CONSUMER PROGRAMS OVERSIGHT COMMITTEE, BOARD MEMBER****EDUCATION & TRAINING****Master of Science Candidate**, Marketing, University of Cincinnati, Cincinnati, OH, Expected Graduation TBD**Bachelor of Science**, Kinesiology, Concord University, Athens WV**PORTFOLIO**Viewable at www.briesenberg.com