

BRIAN H. MOODY

EXECUTIVE PROFILE

Marketing specialist with over 12 years of extensive experience in Web site strategy and management, interactive and offline marketing, circulation and personnel management. Results-oriented professional dedicated to the principles of direct marketing including message and creative treatment testing for optimum acquisition and retention ROIs. A proven manager, with a collaborative leadership style that inspires team members to overcome obstacles, increase revenues and enhance organizational effectiveness at all levels. Core online marketing competencies include:

- Direct marketing, SEO and SEM experience
- Ad Agency/vendor management
- Marketing/creative plan development
- List and audience segmentation
- Web content management
- Content strategy copywriting
- E-mail marketing
- Campaign and Web site marketing metrics

PROFESSIONAL EXPERIENCE

ADVANTA CORPORATION, Spring House, PA

2004 – 2009

Director, eCommerce

Lead company's overall Web site presence including cross-departmental interactive Web efforts to improve profitability while optimizing the Web site to improve the customer experience for a \$3.8 billion credit card issuer. Reporting to SVP of eCommerce, influenced senior executives across business lines to gain alignment and support for innovative and transformational initiatives. Selected highlights include:

- A record of accomplishment growing Advanta's customer e-mail marketing database by 60% and their online marketing channel to the second largest contributor for credit card acquisitions
- Creative and strategic lead for Advanta's Card Customization engine, including copy positioning and writing and the selection of background image choices for cardholder use
- Improved application submission rates 4+ percentage points by highlighting features and benefits of Card Customization in the application process, including landing pages, applications and demo site
- Created and/or managed the creative process/strategy for all acquisition banner ads, landing pages and credit card applications for over 20 product offerings
- Success in designing test strategies and creative treatments to optimize results, including multivariate testing with Optimost
- Knowledge of and experience in Web and online advertising analytics, tracking and measuring advertising programs and customer path behavior at the aggregate and session level via Omniture and Tealeaf respectively
- Authored over 50% of Web site content including SEO/SEM copy to drive Web site traffic for acquisitions
- Managed the interactive advertising agency relationships for all marketing and Web site projects
- Composed creative briefs and wrote copy for micro sites, landing pages, banner ads, and e-mails
- Authored the company's first-ever Online Glossary maintaining consistency of content, grammar and corporate brand
- Saved the company over \$500,000 in external agency fees over a four-year period by creating an in-house Web design group
- Produced the business case and go-to-market strategy for the Interwoven \$2MM+ Web Content Management system. Assessed technology offerings and managed partner relationships. Key engagements included governance assessments, organization and process designs, technology solutions and implementation efforts

Director, Online Acquisition and E-mail Marketing

2000 - 2004

Charged with the establishment, growth and optimization of Advanta's online acquisition presence produced the business cases and go-to-marketing strategies including A/B split testing, multivariate and affiliate marketing, and e-mail retention. Selected highlights include:

- Key engagements included assessing respective technology offerings, negotiating contracts, managing partner relationships (Linkshare, DoubleClick and Optimost) and implementing each solution

- Created custom acquisition landing pages and applications supporting a yearly direct mail volume over 100 MM
- Successfully tested and increased landing page to application completion rates to over 85%
- Increased customer up-sell rates while reducing conversion costs 75% by transitioning direct mail communications to e-mails and banner ads
- Produced the company's initial online Customer Contact Strategy detailing e-mail content and frequency based on customer behavior

ROSKA DIRECT ADVERTISING AGENCY, Montgomeryville, PA

1998 – 2000

Supervisor/Director of Account Management

Managed all marketing and launch activities for PetFoodDirect.com, a subsidiary of the agency

- Grew PetFoodDirect.com market share to 10% for NE region through successful catalog, banner, print and outdoor marketing
- Led the team that created the e-commerce Web site and an integrated and targeted online/offline marketing and distribution strategy
- Managed a team of 2 account reps who implemented online and offline direct marketing strategies for three key agency accounts
- Won the Philadelphia Direct Marketing Association's Benjamin Franklin Award for best Web site

OUR WORLD NEWS, Baltimore, MD

1996 –1997

Partner/Vice President, Circulation

Conceived, developed and managed the launch of a newspaper for affluent African-Americans.

- Developed the 5-year circulation, distribution and print strategy for start-up national newspaper. Secured printing and distribution contract with USA Today
- Successfully implemented a direct mail campaign netting a 25% subscription rate with 50% pay rate
- Managed the launch of the online newspaper

DOW JONES & COMPANY, INC, Princeton, NJ

1987 – 1996

Circulation Department

Highly accomplished, held revenue generating positions including **N.E. Circulation Executive, National Single Copy Sales Manager, Project Manager Team Building and National Manager Educational Sales.**

- Managed a \$25MM budget and a cross-functional team comprising 5 direct reports and 600 in-direct reports
- Successfully managed over 50% of the national circulation for all Dow Jones publications in the NE region including The Wall Street Journal, Barron's and the National Business Employment Weekly
- Increased single copy and amenity sales for all Dow Jones publications by 15% in the U.S., Canada and Caribbean for two consecutive years. Managed 4 regional, and 4 deputy regional managers, and 50 sales reps. Negotiated the national amenity sales agreements with The Four Seasons and Ritz Carlton hotel chains
- Posted year-over-year sale increases of 20% for The Journal and Barron's at colleges and universities. Managed sales staff of five. Collaborated with Richard D. Irwin to publish The Wall Street Journal Workbook
- Selected by the CEO and VP of Circulation to manage four cross-departmental teams to model a reorganization plan for the Circulation Department

PRENTICE-HALL PUBLISHING COMPANY, Englewood, NJ

1984 - 1987

Field Editor and Sales Representative College Division

Responsible for author development and textbook sales in Philadelphia and NE PA.

- Posted yearly sales gains of 25%
- Developed and signed authors including Prentice Hall's most successful Computer Science author at that time

EDUCATION

Bachelor of Arts, Magna Cum Laude, Mass Media Arts and Advertising, Hampton University, Hampton, VA