

BRANDON ENGLE

425 W Stuart Road #412, Bellingham, WA 

916 202 2143 

bengle@brandonengle.net 

brandonengle.net 

SUMMARY

Accomplished communications professional with 18 years of experience in developing and executing communications strategies across traditional and digital landscapes. Seeking position of Digital Communications Manager. Coming with excellent communication and management skills, proven web design talent, superior knowledge of email marketing activities, and budgeting skills, to develop and implement strategic solutions using appropriate digital communication vehicles. High level proficiency with Adobe Creative Cloud, Google Analytics, Sitecore administration, Siteimprove, Litmus, CheetahMail, WordPress, HTML, CSS, Jira, InVision, WooBox, SharePoint, and MS Office applications.

EXPERIENCE

Senior Web UI Designer > Golden 1 Credit Union 1/2014-PRESENT

- Lead the design and maintain the content of Golden 1's website to ensure accurate and timely communication of products, services, promotions, news, and events.
- Ensure that all web content and PDF documents are WACG 2.1 compliant and meet established company, regulatory, and ADA standards while adhering to branding style guide.
- Manage all email communications to members and analyze email performance
- Developed responsive and dark mode email designs with tracking tags, set up automated emails, manage lists, and handle deployment. This includes partnering with internal and external teams and outside vendors to ensure campaigns are integrated and compliant with FTC CAM-SPAM regulations.
- Revamped Golden 1's email templates used for marketing, enterprise applications, and service emails. This included working with vendors like Fiserv and Elle Mae to update and test their triggered emails that automatically notify members about important account information.
- Measured and reported on performance of key digital marketing and direct response campaigns and identified trends and insights against KPIs.
- Streamlined the approval and publishing schedule for the Golden 1 Member Giveback to successfully execute the roll out through emails sent to more than a million members. During this campaign I consistently communicated effectively with multiple teams and leadership, which enabled them to plan and respond quickly to any potential roadblocks.
- Formed an internal UX/UI design committee for establishing guidelines outlining the appropriate Sitecore modules to use for the overall look and feel of product and promotional pages. The results of the committee guide page developers and copy writers in creating memorable experiences for members who visit golden1.com.

Senior Communications Manager > VSP Vision Care 8/2012-10/2013

- Led the development and implementation of member-focused strategic and highly complex integrated communications programs.
- Managed communication for projects involving high priority, company-strategic initiatives.
- Served as the account manager between creative teams and business partners to maintain working relationships that assured demands were met for content and graphics.

Marketing Communications Consultant > Care Innovations, an Intel GE Company 5/2012-7/2012

- Developed landing page content and email campaign focused on Universal Design for Learning including daily Twitter, Facebook, and corporate blog posts.
- Authored white paper on using the Intel Reader as an accommodation for students with Dyslexia.

SOFTWARE

- ✓ **CheetahMail**
Advanced level
- ✓ **Dreamweaver**
Advanced level
- ✓ **Excel**
Intermediate level
- ✓ **Google Analytics**
Intermediate level
- ✓ **InDesign**
Advanced level
- ✓ **InVision**
Intermediate level
- ✓ **Jira**
Intermediate level
- ✓ **Photoshop**
Intermediate level
- ✓ **PowerPoint**
Advanced level
- ✓ **SharePoint**
Intermediate level
- ✓ **Sitecore Admin**
Intermediate level
- ✓ **Siteimprove**
Advanced level
- ✓ **WordPress**
Intermediate level

BRANDON ENGLE

425 W Stuart Road #412, Bellingham, WA 

916 202 2143 

bengle@brandonengle.net 

brandonengle.net 

EXPERIENCE cont.

Communications Manager > CTB/McGraw-Hill 2008-2012

- Executed communications strategies to maximize revenue-generating marketing efforts through awareness campaigns, programs, customer relations, trade show events, and media.
- Managed product award nominations leading to two consecutive SIIA CODiE wins, a Best in Tech award, and three Reader's Choice Top 100 Products recognitions.
- Produced year-long anniversary campaign celebrating CTB's 85 years in education featuring an anniversary event, customer center dedication ceremony, and company historical website.
- Positioned CTB executives & scientists as industry thought leaders and experts through social media, conference presentation proposals, and speaking opportunities.

Marketing Communications Manager > Hoskin & Muir, Inc. 2007-2008

- Developed business-to-business ecommerce site for aluminum extrusion and glass products.
- Managed marketing communications to building industry through online mediums.

Public Relations Manager > Pearson School Systems 1/2006-10/2006

- Developed a six-month campaign for school district superintendents across the country. It included a series of leadership booklets and culminated with a leadership summit featuring workshops lead by education luminaries.
- Coached and trained executives on handling media interviews, what to say and what not to say.
- Established media pitching strategies and secured media placements by working with education industry writers and editors.
- Conveyed company/product news through press releases, white papers, advertorial articles, and media briefs.

Senior Technical Writer > Pearson School Systems 5/2005-12/2005

- Rebuilt the technical publications department setting new standards and processes for delivering user friendly documentation online and in print.
- Wrote and managed the development of user manuals, quick start guides, release notes, installation instructions.

Technical Marketing Engineer & Customer Satisfaction Lead > Agilent Technologies 1997-2005

- Developed and delivered training for Next Generation Network Analysis System that monitors and troubleshoots Voice over Internet Protocol (VoIP) telecommunications networks.
- Produced "bullet-proof" software simulations highlighting specific telecommunications scenarios.
- Led key customer recovery and retention efforts to maintain revenue funnel.

AFFILIATIONS/HONORS

American Marketing Association

Technology Alliance Group for the Northwest

EverFi Financial Capability Innovation Award for Digital Financial Education Website

Distinguished Award for "TACsight Online Support Solution"

Sr. Member/Mentor: Society for Technical Communication (Documentation Judge)

Founding President: Public Relations Student Society of America Cal Poly Chapter

Outstanding Achievement in Public Relations junior and senior years, Cal Poly Journalism Department

EDUCATION

Bachelor of Science in Journalism/Public Relations > Cal Poly State University

Content Marketing Foundations > Lynda.com

Willow Creek Leadership Summit > Global Leadership Network

Managing Differences & Resolving Conflict > University of California, Davis

Web Page Scripting > University of California, Davis

Fundamentals of Successful Project Management > Catalysis Group, Inc.