

Brian R. Walton | emarketing guru

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PROFESSIONAL SUMMARY:

Solid marketing experience with national, high-end hospitality/tourism brands, layered with proven eMarketing experience and results. The ability to motivate a staff to bring out the best talents of each team member.

EXPERTISE:

- Online Marketing:** • Search Engine Marketing (Paid & Organic) • Affiliate Marketing • Email Marketing Strategies
 - Affinity Partner/OTA Marketing • Distr. Channel Enhancement • B-to-B & B-to-C Online Marketing (Banner, etc.)
- Online Content:** • Web Site Development • Micro/Niche Site Development • Multi-lingual Site Development
 - Web Site analytics, including ROI measurement using Web Trends and Usability Measurement
- Overall Marketing:** • Loyalty Program Development • Customer Lifecycle Analysis • Consumer and Market Research
 - Direct Marketing • Brand Management/Enhancement/Trademark Protection • Media Analysis and Recommendation

EXPERIENCE

E-MARKETING CONSULTANT, Miami, FL

September 2009 - present

Online marketing strategy and project consultation, including web site usability, SEO, SEM, contact (including email) strategy development, display network strategies and interactive development sourcing.

UNIQUE VACATIONS, INC. (Worldwide Representative for **Sandals & Beaches Resorts**), Miami, FL

Senior Director, eMarketing & New Media

February 2003 – September 2009

Strategic Development and implementation of **eMarketing Strategies and Tactics** geared to driving additional qualified Web Traffic through a myriad of Electronic Channels to Sandals.com, Beaches.com, RoyalPlantation.com, GrandPineapple.com.

Direct Sandals' Loyalty Program ("Sandals Select").

- Utilized the **Vacation Planning Cycle** Model to align each strategy, tactic and message with the appropriate consumer mindset during the Vacation Planning process.
- Maintained Sandals and Beaches as **Luxury brands** by appropriate targeting, messaging and graphic representations.
- **Loyalty Program** – Led strategic direction for program benefits development, regular member communications, operational implementation and new member acquisition.
- Recommended and implemented **contact strategy** for emails, supporting over-arching CRM (Customer Relationship Management) objectives – included: lead-generation, hand-raisers, post-purchase up-sell, post-stay feedback
- Developed and oversaw **Search Engine Marketing** strategy, including keyword buys and **Search Engine Optimization**.
- Developed and implemented **online display (banner) campaigns** utilizing targeting strategies – behavioral, contextual
- Concepted and executed series of **International "mini-sites"** in 5 languages, with Content Management System
- Supported **Group & Travel Trade Sales & Marketing Tactics** by recommending and implementing Solutions for Travel Agents.
- Actively sought new **Online Partnerships** (e.g. Yahoo!, Discovery Channel, AOL, The Knot, Brides.com, etc.) that would expand Awareness of Sandals/Beaches luxury brands in appropriate Niche Venues, including co-registration.
- Developed, managed and optimized **Affiliate Marketing** program through Commission Junction.
- Liaised with **online dist. partners** to maximize exposure on their Web sites, including Tour Ops, OTAs and VCB's
- Utilized variety of **online surveillance tools** to monitor of Opinion Web sites and trademark violations
- Oversaw development of **guest and market research**, including guest post-stay feedback and travel trade media behaviors
- Analyzed and recommended **new development and web site enhancements** of Sandals.com, Beaches.com, Royal Plantation.com and GrandPineapple.com, incl improved navigation, increased data capture & booking engine (e-commerce)
- **Managed team** of 13, including eMarketing, New Media, Loyalty Programs and IT project development
- Supervised **budget** \$5,500,000+

RESULTS: • Keyword buy click-through rate up 300%, with reduced cost-of-sale • Site traffic increased by 125% YOY
• Online bookings up 500% over 5 years • Sandals/Beaches share of page up 200% on all Tour Operator Web sites.
• Affiliate Marketing online sales up 50% year-over-year.

WALT DISNEY COMPANY EXPERIENCE

WALT DISNEY PARKS & RESORTS ONLINE (WDPRO), Anaheim, California

Director, Internet Sales & Marketing

February 2001 – January 2003

Online Brand Management focused on Disneyland® Resort, adapting offline marketing campaign to online environment. Previously, directed team of 5 whose focus was to drive qualified traffic to Walt Disney Parks & Resorts Web sites (Disneyworld.com, Disneyland.com, Disneycruise.com).

- Directed strategic focus for team to develop online marketing plans such as online banner ad campaigns, search engine optimization, viral marketing campaigns, outbound email campaigns, 3rd party alliance partnerships, Disney synergy tie-ins, online optimization of offline promotions/media, and affiliate program development and marketing.
- HR responsibilities included organization development, team building, team and individual goal setting, accountability tracking, performance monitoring and coaching

DISNEYLAND RESORT SALES & MARKETING, Anaheim, California

Manager, Internet Sales & Marketing Disneyland Resort

January 2000 – February 2001

Led Team of 6 whose focus was to develop, maintain and market Disneyland.com Web site.

Goals:

- Elevate positioning to reflect Disneyland Resort as a Vacation Destination, not a single theme park
- Launch online package booking and ticket sales engine
- Implement Paid-search and display banner campaigns
- Re-launch new Web site with enhanced functionality, for Disney's California Adventure and Downtown Disney venues
- Partner with Disney Internet Group for over-arching business synergies

WALT DISNEY WORLD CO./WALT DISNEY ATTRACTIONS, Lake Buena Vista, Florida

1995 – 1999: **Manager, Interactive/Operation Support Department** – Developed first WDW Web site, maintenance processes

1994 – 1995: **Senior Marketing Representative in Resort Marketing** – Developed first Seasonal Marketing for WDW Resorts

1992 – 1994: **Senior Marketing Representative in Travel Industry Marketing** – Created College of Disney Knowledge for Trade

1991 – 1992: **Marketing Representative in Resort Marketing** – Integrated Disney Vacation Club marketing with WDW

1986 – 1991: **Marketing Representative in Advertising Department** – Florida Resident, Event and Employment advertising

PRIOR AD AGENCY EXPERIENCE

Accounts handled included: Royal Caribbean Cruise Line, Costa Cruise Line, Sheraton Bal Harbour, Shoppes of Bal Harbour, Luxury Inns of Jamaica, Morgan Yacht and a variety of other travel and retail accounts.

Agencies included:

SAMUEL B. CRISPIN & ASSOCIATES, INC., Miami, FL, **Account Executive**

BACKUS TURNER & PARTNERS, INC., Miami, FL, **Account Supervisor**

D'ARCY MACMANUS MASIUS, San Francisco (Miami, FL Office), **Account Executive**

MCFARLAND & DRIER ADVERTISING, Miami, FL, **Account Executive**

HUME-SMITH-MICKELBERRY, Miami, FL, **Associate Account Executive**

EDUCATION

MICHIGAN STATE UNIVERSITY, East Lansing, Michigan

BA in Advertising (with emphasis on Marketing), with Honors.

OTHER

- Graduated with Special Recognition, Dale Carnegie Course in Effective Speaking & Human Relations
- Member of **SFIMA** – South Florida Interactive Marketing Association
- Fluent in **German**