



BRADLEY A. GIDDENS

Empowering Sustainable Growth: Increasing Sales & Competitive Advantage
While Reducing Carbon Footprints & Wasted Resources.

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SUMMARY:

Brad Giddens is a strategic sales and marketing leader with a focus on sustainable growth. He excels in increasing revenues, enhancing competitive advantage, and reducing carbon footprints. With a knack for innovation and a solid educational background, Brad effectively uses data to identify market opportunities and cut costs, all while building strong client relationships.

CORE SKILLS:

- Strategic Planning
- Team Leadership
- Client Management
- Data Analytics
- Process Improvement
- Innovation
- Creative Problem-Solving
- Business Development
- Market Expansion
- Market Research
- Competitive Analysis
- Consumer Insights

WORK EXPERIENCE:

Good Company / New York, NY

Founder | June 2023 – Present

Created this company to help brands and agencies go green with their digital marketing and advertising through, Sustainability measurement, Sustainable media & marketing management, Green collaborations with other good companies to make a positive impact

- **Operational Oversight and Performance Management:** Expertise in driving operational oversight and managing performance across various marketing channels such as Email Marketing, SEO, SEM, Paid Social, Content Marketing, and Analytics.
- **Leadership in Customer Experience:** Lead teams to enhance customer experiences by focusing on critical touchpoints and integrating data-capture through innovative design and AI-enhanced practices.
- **AI-Enhanced Practices:** Utilize AI technologies to refine customer interactions and data strategies.

Eversana Intouch / New York, NY

Director, Customer Experience Strategy | March 2022 – August 2023

Led omnichannel, data-driven initiatives to boost HCP prescriptions and patient medication adherence across various therapeutic areas, including Oncology, ATTR-CM, Imaging Agents, Multiple Sclerosis, and Obstructive Hypertrophic Cardiomyopathy. Reported directly to VP of Customer Experience.

- **Omnichannel Strategy and Execution:** Expertly managed and integrated multiple sales and marketing channels to drive sales and improve customer engagement. Conducted comprehensive omnichannel planning and readiness audits to ensure seamless channel integration.
- **Data-Driven Decision Making:** Leveraged data to inform strategic decisions, enhancing customer experiences and driving sales. Next best message mapping to optimize target audience engagement.
- **Customer Experience (CX) Enhancement:** Aligned sales and marketing efforts with overarching customer experience goals, leading to a 25% increase in HCP NPP engagement.
- **Cost Efficiency and Innovation:** Innovatively reduced asset production costs by 50% through a modular content production approach. Conceptualized the "Pigeon" platform, a revolutionary programmatic demand-side platform for EHRs.
- **Business Development and Revenue Growth:** Secured over \$1M in additional revenue from existing clients through successful business development, RFPs, and multi-channel projects.
- **Strategic Client Collaboration:** Led multiple client workshops to co-develop strategic solutions, focusing on segmentation, journey mapping, content strategy, and omni-channel touchpoints.

Epsilon (Publicis Groupe) / New York, NY

Digital CX Strategy Lead – Acquisition & Search | January 2019 – March 2022

WORK EXPERIENCE contd:



Directed client research and digital growth strategies across untapped markets, driving engagement, revenue, and lifetime value through consultancy projects in SEO, SEM, social media, and email marketing. Sectors included Pharma, Retail, Quick Service, Hospitality, and Finance. Reported to the VP of Strategy.

- **Strategic Market Expansion:** Identified and capitalized on untapped markets, leading to increased engagement and revenue. Developed comprehensive omnichannel strategies to integrate multiple marketing channels for maximum impact.
- **Business Development and Revenue Growth:** Achieved significant growth for clients, including a +33% increase in customer acquisition and a +131% increase in revenue. Demonstrated the ability to drive substantial business growth through strategic initiatives.
- **Digital Marketing Expertise:** Proficient in leveraging SEO, SEM, social media, and email marketing channels to drive engagement and revenue growth. Managed a \$3MM paid search media spend.
- **Consumer Insights and Data Analysis:** Co-developed "Canary," an innovative tool for analyzing consumer data and trends, enhancing data-driven decision-making. Utilized consumer insights to inform marketing strategies and create compelling content.
- **Client Collaboration:** Worked with major brands such as GSK, AbbVie, Dick's Sporting Goods, DELL, Burlington, Yahoo!, and McDonald's, leading high-impact projects and fostering strong client relationships.

Horizon Media | New York, NY

Associate Director, SEO | November 2016 – January 2019

Directed business growth, nurtured employee skills, and maintained strong client relationships while playing a key role in building and streamlining the team for improved efficiency and effectiveness. Reported directly to the Group Director of SEO.

- **Digital Marketing and SEO Expertise:** Enhanced the digital presence and SEO strategies of high-profile clients including Gilead, United HealthCare, Little Caesar's, Dignity Health, Safelite, and USTA. Achieved a +60% increase in organic web traffic and a +23% rise in online conversions.
- **Team Leadership and Development:** Led an SEO team of six, establishing efficient processes, standardizing deliverables, and focusing on training. Designed new SEO and content products for business development, generating over \$1MM in billings.
- **Intrapreneurial Initiative:** Founded Penn & Pixle, a specialized unit for client SEO content creation needs, showcasing my entrepreneurial spirit and drive for innovation within the organization.
- **Client Relationship Management:** Maintained strong client rapport and ensured successful delivery of projects and results. Focus on exceeding expectations and driving business growth.

Manager, SEO | July 2015 – November 2016

Managed and boosted organic web traffic for Retail, CPG, and Finance clients using diverse SEO strategies, directly reporting to the SEO Director.

- **Strategic Thinking and Execution:** Managed and boosted organic web traffic with a +72% increase in organic sessions and +18% in revenues, significantly impacting the bottom line.
- **Client Portfolio Management:** Handled a diverse client portfolio including high-profile companies like Burger King, Sleep Number, and Lindt Chocolate.
- **Analytical and Reporting Skills:** Conducted site audits, completed tactical deliverables, and led client reporting and status updates to evaluate campaign effectiveness, optimize strategies, and communicate results to stakeholders clearly and compellingly.

Hudson's Bay Company | New York, NY

Specialist, SEO | January 2014 – July 2015

Boosted SEO performance for Lord & Taylor, Saks, and Saks Off 5th, driving customer acquisition and retention.

- **Overall Revenue Increase:** Drove a 45% revenue increase and 155% YoY growth in site visits for Lord & Taylor through technical optimizations.



WORK EXPERIENCE contd:

- **Revenue Enhancement:** Increased organic search revenue by 45% YoY through technical and on-page SEO tactics.
- **Site Visits Growth:** Achieved 125% YoY growth in organic site visits by eliminating search barriers.

SEO & Company / New York, NY

Founder & Owner | January 2007 – December 2013

Founded and led a dynamic Digital Marketing Consultancy, while as a stay-at-home dad, delivering impactful results through strategic planning and execution.

- **Client Portfolio Management:** Managed client portfolio with over \$600K in billings, highlighting strong project management and leadership skills.
- **Multi-Channel Project Management:** Oversaw multi-channel projects, ensuring cohesive and effective campaigns across various platforms.
- **Team Leadership:** Led a 3-person team, focusing on training and development.

TimeMed / New York, NY

Territory Manager | July 2005 – December 2006

Re-established and expanded the NY metro sales territory for medical devices, achieving a 22% YoY sales increase.

- **Sales Increase:** Increased YoY product sales by 22% in an underperforming, turnaround.
- **Sales Strategies:** Developed and executed effective sales strategies.
- **Market Expansion:** Expanded sales territory and built strong relationships.

Innovatix / New York, NY

Senior Account Manager – Corporate Accounts | January 2004 – July 2005

Managed a \$100 million Corporate Accounts portfolio, initiating a new nutraceuticals offer idea.

- **Portfolio Management:** Successfully managed a \$100 million portfolio.
- **Sales and Contract Management:** Negotiated contracts and pricing agreements.
- **Client Relationship Management:** Developed and maintained strong client relationships.

Cardinal Health / Edison, NJ

Senior Field Service Representative, Strategic Accounts | November 2002 – November 2004

Managed a \$21 million portfolio, devised cost-saving delivery programs, and earned the Chairman’s Award for exceptional performance.

- **Leadership Development:** Promoted and managed a \$21 million portfolio.
- **Chairman’s Award:** Nominated and awarded for outstanding performance.
- **Innovative Delivery Program:** Created a cost-saving ordering process.

EDUCATION:

University of North Carolina at Wilmington

- BA, Communication Studies
- BA, Psychology

New York University - School of Continuing Professional Studies

- Digital Marketing Management

MIT Sloan Executive Education

- Sustainability Studies Certificate Program

CERTIFICATIONS:

- Sustainability Excellence Associate (ISSP): June 2024
- MIT Sloan Business Sustainability Strategy, Technology and Management: May 2024
- Circular Economy, Ellen MacArthur Foundation: Upcoming
- Lund University, Circular Economy - Sustainable Materials Management: March 2024

ACCOLADES & PERSONAL:

- Horizon Media: UpstartU Intrapreneurship Program
- Search Marketing Expo 2017 (SMXEast): Panel Speaker
- Cardinal Health: Chairman’s Award
- Collegiate Swimming Alumni; Letterman