



# BRADLEY A. GIDDENS

From Data to Dominance: Crafting Sustainable Strategies That Change the Game.

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## Professional Summary

Strategic sales and marketing leader with a proven track record of driving sustainable growth through innovative, data-driven decision-making and collaboration. Adept at increasing revenues, enhancing competitive advantage, and reducing carbon footprints. Expert in identifying market opportunities, optimizing costs, and building strong client relationships. Extensive experience in team leadership, omnichannel marketing, and SEO across multiple industries, including Pharma, Retail, Finance, and Technology.

## Core Competencies

- Strategic Planning & Execution
- Omnichannel Marketing & SEO
- Data Analytics, A/B Testing & Market Research
- Client Management & Team Leadership
- Customer Segmentation, Profiling & Targeting
- Sustainable Marketing & Process Improvement
- Business Development & Innovation
- Vendor & Stakeholder Management
- Performance Optimization & ROI Improvement

## Founder, Good Company | New York, NY

June 2023 – Present

Created a consulting collective focused on helping brands and agencies achieve sustainable marketing outcomes through digital strategy and collaboration.

- **New Business Development:** Secured 10+ new projects within the first six months, driving a 20% increase in consultancy revenue.
- **Operational Oversight:** Optimized marketing spend across Email Marketing, SEO, SEM, Paid Social, and Content Marketing, improving ROI by 25% and reducing marketing costs by 15%.
- **Sustainable Marketing Strategies:** Developed integrated marketing strategies, resulting in a 30% increase in campaign alignment and efficiency with business goals, while reducing environmental impact.

## Director, Customer Experience Strategy, Eversana Intouch | New York, NY

March 2022 – August 2023

Led data-driven omnichannel strategies to increase HCP prescriptions and patient adherence across therapeutic areas, driving measurable business outcomes in the pharmaceutical industry.

- **Data-Driven Strategy:** Boosted HCP NPP engagement by 25%, leading to a 15% increase in prescriptions for key therapeutic areas, including Oncology and Multiple Sclerosis.
- **Cost Reduction Through Innovation:** Reduced asset production costs by 50%, saving over \$250K across 10 campaigns through a modular content production approach.



- **Business Development & Revenue Growth:** Secured \$1M+ in additional revenue from existing clients by driving successful business development initiatives, responding to RFPs, and executing multi-channel marketing projects that aligned with client goals and industry trends.
- **Tools & Technologies:** Utilized platforms like Salesforce Marketing Cloud, Veeva, Sermo, and Doximity to enhance HCP and patient engagement, streamlining the patient experience and improving adherence.

**Digital CX Strategy Lead – Acquisition & Search, Epsilon (Publicis Groupe) | New York, NY  
January 2019 – March 2022**

Directed client research and digital growth strategies, managing omnichannel projects across Pharma, Retail, Quick Service, Hospitality, and Finance.

- **Revenue Growth & Customer Acquisition:** Achieved a 33% YoY increase in customer acquisition and a 131% increase in client revenue through SEO, SEM, email, and social media channels.
- **Innovation & Product Development:** Co-developed “Canary,” a proprietary consumer insights tool, which increased customer engagement by 25% by leveraging data analysis and consumer trends. Sold to Marriott, Burlington, Dick’s Sporting Goods and BP.
- **High-Impact Consulting:** Led consulting projects, including CX & Data assessments, Multi-Channel Diagnostic audits, and Omni-Channel Strategy development, generating \$750K+ in incremental revenue from McDonald’s, Burlington, Dell, James Avery, Amica and Yahoo! Sports.
- **Media Management:** Managed a \$1MM paid search media spend, optimizing ad performance and reducing acquisition costs by 20% through cross-channel strategies and competitive analysis.

**Associate Director, SEO, Horizon Media | New York, NY  
July 2015 – January 2019**

Promoted from Manager to Associate Director after demonstrating success in driving significant traffic growth and leading high-performing teams. Led SEO strategy, team development, and client relationships for major clients across Pharma, Finance, Retail, CPG, and Quick Service Restaurant verticals.

- **SEO Strategy & Execution:** Spearheaded advanced SEO strategies, including site audits, keyword optimization, and technical on-page/off-page improvements, driving a 60% YoY increase in organic web traffic and a 33% rise in conversions for clients like Gilead, Burger King, Sleep Number, Helzberg Diamonds, Safelite, RushCard, United Healthcare, and Little Caesar’s.
- **Client Relationship Management & Growth:** Managed a portfolio of 10 high-profile clients, fostering strong relationships and delivering tailored SEO solutions that led to a 32% increase in organic traffic and a 22% rise in revenue for clients such as Burger King and Lindt Chocolate.
- **Intrapreneurial Initiative:** Co-founded “Penn & Pixle,” a specialized SEO content creation unit, generating \$500K+ in additional revenue and expanding the agency’s service offerings.
- **Team Leadership & Development:** Built and led a 6-member SEO team, improving deliverable efficiency by 30% and mentoring team members, including promoting one to backfill my role.
- **Process Improvement:** Streamlined workflows, reducing project turnaround time by 20% through the implementation of standardized SEO best practices, leading to higher client satisfaction and retention.

**Specialist, SEO, Hudson’s Bay Company | New York, NY  
January 2014 – July 2015**



Managed SEO strategy and execution for Lord & Taylor, Saks, and Saks Off 5th, driving significant traffic and revenue growth.

- **Revenue Growth & Traffic Optimization:** Increased revenue by 45% YoY and achieved 125% YoY growth in site visits for Lord & Taylor by implementing strategic SEO optimizations.
- **Cross-Functional Collaboration:** Led SEO efforts during a website migration for Saks, ensuring minimal traffic disruption and aligning SEO best practices across teams.

**Founder & Owner, SEO & Company | New York, NY**

**January 2007 – December 2013**

Founded and led a digital marketing consultancy, managing SEO, PPC, social media, content marketing, and analytics reporting for retail clients and agencies. Oversaw business development, client relationships, and strategic project execution while managing a small, high-performing team.

- **Business Growth & Client Management:** Built a client portfolio generating over \$600K in billings, delivering multi-channel digital marketing strategies for clients such as Something Digital, Harper’s Bazaar, Papyrus, Air Studios and ZUM LLC, contributing to consistent revenue growth.
- **Multi-Channel Project Leadership:** Directed and executed multi-channel digital marketing campaigns, including SEO, PPC, and social media projects, driving improved online visibility, sales, and engagement across clients.
- **Team Leadership & Development:** Led and managed a 3-person team of independent contractors, focusing on training, development, and efficient project delivery, improving team performance and client satisfaction.
- **Entrepreneurial Strategy & Innovation:** Grew the consultancy from scratch, developing strategic marketing and sales initiatives that resulted in long-term client retention and the expansion of services offered to the retail and fashion sectors.
- **Client Consulting & SEO Expertise:** Provided expert consulting on SEO best practices and business development strategies, helping clients significantly improve search visibility, traffic, and conversion rates through tailored SEO solutions.

**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)
- MIT Sloan Business Sustainability Strategy, Technology and Management
- Circular Economy, Ellen MacArthur Foundation: Upcoming
- Circular Economy - Sustainable Materials Management

**ACCOLADES & PERSONAL**

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