DAB

DENTON A BROWN

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About

Extensive experience in Marketing and Advertising in a wide range of markets and communications with integrated web, technology, social media, photography, video, and print strategies.

Skills

Leadership

Highly experienced leader with extensive communications and web experience in multiple settings. Recognized for creativity, attention to detail, quality content, project management, and forming high-performing collaborative teams.

Strategic Planning and Branding

Leadership in planning, development, and implementation of strategic plans and brand identity through market research, communications integration and creative problem solving.

Analytics

Analyze data to identify user patterns and identify opportunities through setting goals and measuring conversions in campaigns. Utilize data to inform future content and web services. Highly proficient in UX design and expert in UI design.

Web Development

Innovative thinker with multiple years of experience in web design and programming. Highly motivated in researching and learning new technology/languages. Recognized expertise in responsive design, WCAG compliance, and SEO.

System Administration

Extensive experience managing Linux, Windows, and Mac server environments with hosted services, applications, and databases.

Experience

University of Rochester, Simon Business School
Director of Web Presence

9/2011 – Present

Salzman Group, Inc.
Director of Marketing and Technology/Art Director

9/2007 - 9/2011

Purdue University
Internet and Systems Manager

9/1999 - 9/2007

Indiana Design Consortium, Inc.
Senior Designer/Illustrator/ Technical Systems Director

4/1995 - 9/1999

Signal Artwear Riddell Sports Division
Art Director

2/1994 - 4/1995

Technology

- Adobe Creative Cloud
- CSS/CSS3
- CSS Frameworks
  - Bootstrap
  - Foundation
- Digital Asset Mangers
  - Extensis Portfolio
  - Cumulus
  - Razuna
- Drupal/WordPress
- Google Analytics and Tag Manager
- Google Search Console
- Google G Suite
- HTML/HTML5
- Javascript/JQuery
- Jira
- MySQL/MSSQL
- PHP
- Sass
- Tableau
- Twig
- Xibo
- XML/XSLT
- Server Admin - Windows, Mac, Linux
  - Apache/IIS

Simon School of Business
University of Rochester
Director of Web Presence

9/2011 – Present

Strategy

Serve as project leader to develop overall web strategy; primary focus on web with integration of print, social media, and video. Develop and manage web site designs, structures, technology as well as direction of messaging for the web sites and all supporting web communications. Train and manage technical and non-technical resources to maintain sites and applications using multiple technologies. Developed several intranets for different audiences including students, faculty, and staff.

Leadership

Lead several technology committees for research, development, and University-wide implementation of software and practices. Including WCAG compliance, CMS, digital signage, and digital asset management. Serve as Simon School of Business representative for any web and technology university committees. Serve as web consultant and expert for entire Simon community. Management of programmers, writers, and vendor services.

Marketing

Develop and implement integrated marketing campaigns through web sites, web advertising (adwords, animated display ads), email, social networking and print. Manage and report success measurements through Google Analytics with Tag Manager.

Web Development and Technology

Serve as lead strategist, designer, and programmer for Simon's primary and secondary web sites. This included the build of a secure shopping cart for internal and external sales using Drupal 7 using Ubercart and the rebuild of the primary Simon web site in Drupal 8. Research changing technology and WCAG rules to develop, oversee and measure results in order to maintain top positioning (for targeted keyword search results) throughout top search engines. Managed several Windows, Mac, and Linux Web, file, and database servers.

Communications

Serve as project leader to develop overall strategy and support materials; primary focus on web with integration of social media, print, and video. Develop and manage web site structures, design, technology and content writing and/or review for web site and all supporting web communications.

Salzman Group, Inc.

Director of Marketing and Technology, Creative and Art Director

9/2007 – 9/2011

Strategy

Worked directly with senior leadership to plan quarterly, yearly and five year plans for the company. Participated in sales forecasting, facilities planning, resource planning, company expansion, budgeting, technology innovation and business restructuring. Strategized, developed, and oversaw the custom building of integrated systems including a CMS, social network, sales reporting tools, and CRM.

Leadership

Directly managed a team of full time professionals. Managed all vendor relations involving advertising, technology service providers, and print projects. Developed and maintained training materials and trained staff on new and custom technologies in all departments.

Marketing

Developed, designed, and managed marketing campaigns through web advertising, e-mail, and social networking to build positive relationships for promoting brand awareness. Primary sources of web advertising included Facebook, Google Adwords, and various ad networks. Oversaw the purchase of all advertising space for targeted web sites and print.

Designed and managed seven retail web sites with annual total sales of more than $20M. Served as Art and Creative Director for all web and print materials Authored several brand identity manuals to ensure brand consistency for print, web, and multimedia.

Systems Administration

Managed more than 20 Windows, Mac and Gentoo servers and over 50 Windows and Mac client computers. Provided training to non-technical resources.

Search Engine Optimization

Researched and implemented technology for best SEO practices to maintain top positioning on search engines.

Budget Management

Developed and oversaw yearly budget for marketing, technology, and resource planning.

Purdue University
Internet and Systems Manager
9/1999 -9/2007

Strategy
Integral part of the development, implementation and success of Purdue's six-year strategic plan. University representative for marketing strategies and technology for $1.7B advancement campaign.

Leadership
Served as the leader for several marketing and technology committees as well as departmental representative on university committees. Served as web consultant and expert for entire university community. Supervised full time professional staff members in all areas of strategic planning, design, programming, server management, and client administration.

Marketing
Developed and implemented all phases of comprehensive strategy documents and marketing plans, including success measurements. Served as project leader to develop overall strategy and support materials; primary focus on Web.
Developed, and maintained www.purdue.edu as well as seven of the eleven colleges, Undergraduate Admissions, University Development, and all upper-level administration web sites. Responsibilities included research, strategy, design, technology, content development and review for web sites and all supporting communications. Trained University personnel to maintain more than 180 unique sites and custom applications built on multiple technologies.

Branding
Worked in support of the University message. Assisted in the design of the Purdue University logo. Authored university web branding standards manual and monitored the use of university brand identity. Also developed templates for print, web, and various electronic media.

Integrated Communications
Extensive research on integrated communications technology for web and print to best utilize non-technical resources through content management, bulk e-mail, RSS feeds, calendars, portal systems, mobile technologies, digital asset management, project management with technical integration for print pieces; in addition, developed custom manuals for training and online resources for university technical and non-technical employees.

Budget Management
Managed annual budget for staffing, vendor services, and new hardware/software purchases for department and university-wide initiatives.

Indiana Design Consortium, Inc.

Senior Designer, Illustrator, Web and Technical Systems Director

4/1995 - 9/1999

Leadership

Responsible for projects from concept, client relations to final execution/production and market measurement. Lead team in market research, planning and organization, budget management, design and layout, photo/video art direction, copywriting, final proofing and approval.

Project Diversity

Developed materials for brand identity and standards manuals for companies such as Alcoa, Worth Sports and Cannondale. Developed and designed print materials such as catalogs, brochures, online and print magazine ads, trade show booths, direct mail, point-of purchase displays, radio and television. Responsible for all web site design/marketing, multimedia projects including interactive presentations, video/sound editing, and animation.

Technology

Responsibilities included the setup and management of all servers and client machines. Research/recommend and purchase of new technology. Trained employees and clients on new software and hardware.

Signal Artwear – Riddell Sports Division

Art Director

2/1994 - 4/1995

Responsible for creative, design, project and employee management. Project management included market/competitor research, organization and planning, creative concepts, market measurement through focus groups and presentation to senior leadership.

Awards

19 Addy awards in various mediums including web, multimedia, identity programs, and print.

Education

Graphic Design & Illustration major, Photography minor. Art Institute of Pittsburgh, Associate's Degree.
Certificates from Google in Advanced Analytics and Tag Manager.