

Brian R. Walton

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PROFESSIONAL SUMMARY:

Experienced Director of Marketing with Digital Marketing Expertise. Solid consumer & travel trade marketing experience with national, high-end hospitality/tourism brands (**Disney, Sandals/Beaches Resorts**), layered with proven eMarketing experience and results. I bring out the best talents of each team member. **I can bridge technology to meet consumer needs.** Fluent in German.

EXPERTISE:

Sales & Marketing Strategy & Execution: • Consumer & Travel Trade Sales & Marketing Strategy Development • Search Engine Marketing (Paid & Organic) strategy and implementation • Social Media strategy development and execution • Affinity Partner/OTA/Tour Operator Marketing • Consumer & Trade Distr. Channel Development • B-to-B & B-to-C Online Marketing Strategy
Online Marketing & Content: • Web Site Strategy Development (Consumer & Travel Trade) • Micro/Niche Site Development • Multi-lingual Site Strategy & Development • Web Site analytics, ROI measurement (Google Analytics) and Usability Measurement
Overall Marketing: • Loyalty Program Development • Customer/Trade Lifecycle Analysis • Consumer and Trade Market Research • Direct Marketing • Brand Management/Enhancement/Trademark Protection • Market/Media Analysis and Recommendation
Presentation/Training: • Sales Training Presentations, including Travel Agents, Students/Professionals

PROFESSIONAL EXPERIENCE

E-MARKETING CONSULTANT, Orlando, FL

2013 - Present

B-to-B and B-to-C Online marketing strategy and project consultation. Services include:

- **Web site creation, usability**
- **SEO, SEM**
- **Social Media** creation, maintenance
- **Email** strategy development and implementation

RECENT CLIENTS:

DISNEY INSTITUTE:

Authorized Independent Program Facilitator, "Disney's Approach to Leadership Excellence"

UNIVERSITY OF PHOENIX (Part of The Apollo Group):

Regional Marketing Manager, responsible for Regional Marketing of 17 Campuses and Learning Centers in Northeast and Southeast U.S. Key liaison with Corporate Marketing (in San Francisco), recommending and executing media, events.

THE MEATBALL SHOPPE Restaurant (www.TheMeatballShoppe.co):

Created WordPress website, with Content Management System (CMS) and various plug-ins (Analytics, SEO, Constant Contact, etc.). Recommended navigation, wrote keyword-rich copy (SEO). Wrote press release and email.

PARAMOUNT HOSPITALITY MANAGEMENT, LLC, Orlando, FL

2010 - 2013

Director, Marketing & eCommerce

Led all Consumer & Trade marketing/media strategy, budget development, planning and tactical implementation for Floridays Resort Orlando, The Point Orlando Resort and Avanti Resort Orlando.

Planned Strategic Direction and and oversaw execution of tactics for:

- Search Engine Marketing (Paid Search - **PPC** and Organic Search - **SEO**)
- **Email Marketing**
- **Website** management (conversion optimization, maintenance)
- **Booking Engine** enhancement
- **Display/banner** campaigns (including re-targeting, behavioral targeting, strategic partner sites)
- **Social Media** (Facebook, Twitter, YouTube, LinkedIn)
- **Package Product Development**
- **Re-vamped PPC campaign** to increase ROI focusing on branded search terms, reducing costs and increasing revenues.

RESULTS: • Re-targeting display banners: 12:1 ROI • **PPC:** 12:1 ROI.

E-MARKETING CONSULTANT, Miami, FL

2009 - 2010

B-to-B and B-to-C Online marketing strategy and project consultation. Services included:

- **Web site creation, usability**
- **SEO, SEM**
- **Social Media** creation, maintenance
- **Email** strategy development and implementation

UNIQUE VACATIONS, INC. (Worldwide Representative for Sandals & Beaches Resorts), Miami, FL 2003 - 2009

Senior Director, eMarketing & New Media

Strategic Development and implementation of **Website, eMarketing & Travel Trade Strategies and Tactics** to optimize the Web experience and drive qualified Traffic through Electronic Channels to Sandals.com, Beaches.com, RoyalPlantation.com, GrandPineapple.com. Included dedicated Travel Trade website and desktop tool creation for travel agent specialists.

- Maintained Sandals/Beaches as **Luxury brands** by appropriate targeting, messaging and graphic representations on websites
- Developed and oversaw **Search Engine Marketing** strategy, including keyword buys and **Search Engine Optimization**.
- Created and supervised **email marketing** strategy for all brands, including CAN-SPAM compliance and deliverability.
- Developed and implemented **online display (banner) campaigns** with targeting strategies – retargeting, behavioral, contextual
- Developed and executed **Travel Agent training presentations** to drive online business; **presented in national road shows**.
- **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

2001 - 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).

DISNEYLAND RESORT SALES & MARKETING, Anaheim, California

Manager, Internet Sales & Marketing Disneyland Resort

2000 - 2001

Led Team of 6 whose focus was to set Online Sales & Marketing Strategy for Disneyland Resort, as well as to develop, maintain and market Disneyland.com Web site.

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

1986 - 1999

- **Manager, Interactive/Operation Support Department** – Developed first WDW Web site (Disneyworld.com), maintenance processes.
- **Division Marketing Representative in Resort Marketing** – Developed first Seasonal Marketing for WDW Resorts
- **Senior Marketing Representative in Travel Industry Marketing** – Created “College of Disney Knowledge” Specialist training program for Travel Agents, Tour Operators and Call Center Agents.
- **Marketing Representative in Resort Marketing** – Integrated Disney Vacation Club marketing with WDW.
- **Marketing Representative in Advertising Department** – Florida Resident, Event and Recruitment 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 other travel/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 AE**

EDUCATION

MICHIGAN STATE UNIVERSITY, East Lansing, Michigan, BA in Advertising, College of Communications Arts, (with emphasis on Marketing). Graduated with Honors.

OTHER

- Graduated with Special Recognition, Dale Carnegie Course in Effective Speaking & Human Relations
- Former Board Director, Communications, **SFIMA** – South Florida Interactive Marketing Association
- Former Board Director, Communications, **HSMIAI, South Florida** – Hospitality Sales & Marketing Association International