

Brian R. Walton

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PROFESSIONAL SUMMARY:

Experienced Marketing Executive 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:

- Online Marketing Strategy & Execution • Content Development and Optimization • eCommerce Development • Call Center
- Web Site Analytics • Consumer Usability Measurement • Loyalty Program Development and Implementation • HTML
- Creative Team Leadership & Management • Customer/Trade Lifecycle Analysis • Brand Management/Enhancement
- Presentation/Training • Staff Development/Mentoring

PROFESSIONAL EXPERIENCE

E-MARKETING CONSULTANT, Orlando, FL

2013 - Present

Role: B-to-B and B-to-C Online Marketing Strategy and Project Consultation, while remaining current with latest technology trends.

Recent Clients:

- **DISNEY INSTITUTE:** Contract Authorized Independent Program Facilitator, "Disney's Approach to Leadership Excellence"
- **UNIVERSITY OF PHOENIX:** Regional Marketing Manager for Regional Marketing support of 17 Campuses

PARAMOUNT HOSPITALITY MANAGEMENT, LLC, Orlando, FL

2010 - 2013

Role: **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.

Accomplishments:

- Created and implemented all **Marketing Strategies**
- **Search Engine Marketing:** Reduced costs and increased revenues with new keyword strategies. ROI 12:1
- **Email Marketing:** Increased click-throughs and room sales with scheduled campaigns targeted to Loyal Past Guests and Hand-raisers. Created custom HTML emails using DreamWeaver.
- **Website Enhancement/Management:** Improved site usability by managing redesign of Floridays and The Point Orlando websites
- **Website Creation:** Directed technology partner on Avanti Resort website creation, including navigation and content
- **Booking Engine enhancement:** Increased online bookings conversion by optimizing booking engine flow
- **Display/banner campaigns:** Increased click-throughs and online bookings by developing and implementing re-targeting and behavioral targeting strategies. ROI 12:1
- **Social Media:** Increased Social Engagement by developing strategy and creating Facebook, Twitter, YouTube, LinkedIn accounts for 3 resorts and Management Company
- **TripAdvisor:** Improved resort ratings by training staff to encourage happy guests to post reviews. Also drafted responses to all guest comments
- **Cross-Functional Team Collaboration:** Trained and leveraged staffs in Call Center, Front Desk, Accounting, Owner Services to help implement select Marketing and Social Media programs

E-MARKETING CONSULTANT, Miami, FL

2009 – 2010

Role: B-to-B and B-to-C Online marketing strategy and project consultation for small businesses, while remaining current with latest technology trends and building hands-on skills, including HTML.

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

2003 - 2009

Role: Senior Director, eMarketing & New Media – Led Online Marketing Strategy and Implementation

Accomplishments:

- **Sandals/Beaches branding:** Improved branding consistency with appropriate targeting, messaging and graphic representations on Sandals.com (12 resorts), Beaches.com (4 resorts), RoyalPlantation.com, GrandPineapple.com and Tour Operator websites
- **Developed Website Consumer Scenarios:** Improved navigation and page flow for Sandals.com, Beaches.com, RoyalPlantation.com, GrandPineapple.com, based on how consumers used sites. Changes implemented by internal team
- **Multi-lingual Mini-Websites:** Improved international marketing sales with scaled-back versions of Sandals.com, Beaches.com, RoyalPlantation.com and GrandPineapple.com, translated into 5 languages, using back-end database. Established process to maintain sites by training international Sales Offices with access to Content Management tools.
- **Resort Selector:** Led project to create a tool to help first-time guests decide which Sandals or Beaches resort was right for them
- **Sandals Signature Guest Loyalty Program:** Improved Loyal Guest engagement with timely print and online newsletters, dedicated website, on-property events and digitally personalized Direct Mail messages
- **Optimized Travel Agent Trade Website:** Increased Travel Agent engagement with new Sales tools and Online Marketing tips
- **Travel Agent Online Training presentations** for national road shows: Wrote and presented in classroom settings
- **Desktop application:** Created and distributed to travel agents and Sandals Signature Guests, pushing specials, relevant news
- **Affiliate Program:** Improved online sales by creating Affiliate Marketing program, where 3rd party websites drive traffic and are compensated for online sales. Sales up 50% YOY.
- **Search Engine Marketing Strategy:** Increased revenue with keyword buys based on Analytics of brand terms and long-tail terms. Keyword buy click-through rate up 300%.
- **Search Engine Optimization:** Increased Search Engine rankings by improving on-page content and link strategies
- **Email Marketing Campaign Strategy Creation:** Improved in-bound traffic with messaging and contact strategies for all brands. Improved email deliverability by enhancing CAN-SPAM compliance and reputation management
- **Online Display (banner) campaigns:** Increased in-bound traffic with retargeting, behavioral and contextual banner placement strategies
- **Team Leadership and Management:** Led team of 13, including eMarketing, New Media, Loyalty Programs and IT project development. Trained inexperienced staff all department functions and saw long-term staff retention as a result. Managed team by flexing interactions appropriate for each team member
- **Cross-Functional Collaboration:** Built positive relationships with Call Center, Wholesale Sales, Accounting, Promotions and PR departments
- **Budget Responsibility:** \$5,500,000+. Optimized spending by focusing on results tracked with Analytics and leveraging wholesale partnerships

OVERALL RESULTS: • **Site traffic increased** by 125% YOY • **Online bookings** up 500% over 6+ years • Sandals/Beaches share of page up 200% on all Tour Operator Web sites

WALT DISNEY COMPANY EXPERIENCE

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

2001 - 2003

Role: Director, Internet Sales & Marketing: Led Online Marketing for all Walt Disney Parks & Resorts

Accomplishments:

- **Adapted offline marketing campaigns to online environment.** Ensured all Marketing messages properly communicated through Online channels
- **Website and Online Booking Site Optimization:** Improved online user experience by studying, analyzing web pages and booking engine processes. Led Expert Review and Focus Group project with Human Factors, Inc.
- **Team Management:** Led Online Bi-coastal Marketing team of 5 focused on driving qualified traffic to all Walt Disney Parks & Resorts Web sites (Disneyworld.com, Disneyland.com, Disneycruise.com), with SEO, Content Strategies and Email Marketing. Managed team by flexing interactions appropriate for each team member

DISNEYLAND RESORT SALES & MARKETING, Anaheim, California

2000 - 2001

Role: Manager, Internet Sales & Marketing Disneyland Resort: Led and implemented Online Sales & Marketing Strategy for Disneyland Resort

Accomplishments:

- **Disneyland.com Website “2.0”:** Improved navigation and content, while including addition of new theme park content: Disney’s California Adventure, Downtown Disney and Disney’s Grand Californian Resort. Revised site to reflect full “Resort/Destination” nature of Disneyland Resort.
- **Content Management Processes:** Improved efficiencies and accuracy by establishing better communication and training of Internet Sales & Marketing Staff, including enhanced internal, cross-functional team collaboration
- **E-Commerce Development:** Created new revenue streams by leading creation of Walt Disney Travel Co. Online Booking Engine and Online Ticket Sales engine with internal IT and external technology companies
- **Team Management:** Led management, training and mentoring of Disneyland Team of 6, whose focus was to develop, maintain and market Disneyland.com Web site

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

1986 - 1999

Role: Manager, Interactive/Operation Support Department (1995 - 1999): Led Creation and Implementation of Internet Marketing

Accomplishments:

- **Developed first WDW Web site (Disneyworld.com):** Created development and maintenance processes, including cross-departmental collaboration supporting Resort’s various Marketing/Event initiatives
- **Team Leadership:** Hired, managed and trained team of 3 to develop and implement Resort content
- **Resort-wide Online Advocate:** Created and delivered presentations to various executive and department meetings to explain the new technology and how it would be utilized by Walt Disney World Resort

Role: Division Marketing Representative in Resort Marketing (1994 - 1995): Created and implemented Seasonal marketing programs to eliminate revenue “gaps” in Resort Occupancy

Accomplishments:

- **Gap Marketing Programs:** Increased on-peak resort occupancy by developing first Seasonal Marketing “Fall Fantasy” for WDW Resorts, focused on special discounts for adult-only vacationers
- **“Destination Florida” on AOL:** Created first Online Content area within Tribune’s Destination “Destination Florida” section of AOL
- **Team Leadership:** Led team of 2 coordinators gathering content and implementing programs

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

Role: Senior Marketing Representative in Travel Industry Marketing (1993 - 1994): Drove incremental sales from Travel Agents.

Accomplishments:

- **“College of Disney Knowledge”:** Created first-ever Disney Travel Agent Specialist training program with education and quizzes to build Walt Disney Attractions (Walt Disney World, Disneyland and Euro Disney) knowledge. Rolled out to Travel Agents, Tour Operators and Call Center Agents.
- **Cross-Functional Team Collaboration:** Continued to build partnerships throughout resort to support other Sales & Marketing initiatives

Role: Marketing Representative in Resort Marketing (1991 - 1993): Promoted Disney Vacation Club to Onsite Guests.

Accomplishments:

- **DVC Tour Messaging:** Increased tour traffic by integrating Disney Vacation Club messaging into a variety of WDW Guest Communication channels

Role: Marketing Representative in Advertising Department (1986 - 1991)

Accomplishments:

- **Florida Resident Seasonal Campaigns:** Increased Florida Resident attendance by implementing seasonal advertising programs directed to Florida Residents
- **Event Marketing:** Drove increased attendance, year-over-year, to special events held within the Walt Disney World Theme Parks, including “Night of Joy” and “Valentine Heartbeat”
- **Recruitment Advertising:** Increased efficiency by creating new process of creating and placing recruitment ads, utilizing services of an external recruitment ad agency

PRIOR ADVERTISING AGENCY EXPERIENCE

Worked with various Advertising Agencies in Miami, Florida, on Retail, Travel/Tourism accounts. Roles included: Account Coordinator, Account Executive, Account Supervisor and Print Production Manager. Account Supervisor role included oversight of 4 Account Executives.

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 Office), Account Executive
- **McFarland & Drier Advertising**, Miami, FL, Account Executive, Prod. Mgr.
- **Hume-Smith-Mickelberry**, Miami, FL, Associate AE

Accounts handled included:

- Royal Caribbean Cruise Line
- Costa Cruise Line
- Sheraton Bal Harbour
- Luxury Inns of Jamaica
- Morgan Yacht

EDUCATION

MICHIGAN STATE UNIVERSITY, East Lansing, Michigan, **BA in Advertising**, College of Communications Arts, (with emphasis on Marketing). Graduated with Honors. President of Beaumont Advertising, Student Ad Agency.

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, **HSMIA, South Florida** – Hospitality Sales & Marketing Association International