

BRIANNE McGUIRE

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Results-driven executive with proven track record of branding expertise and marketing impact. Diverse industry experience taking brands from build to implementation; and executing on strategies which advance brand awareness and increase revenue.

I am a collaborative leader with the bold vision and business acumen necessary to inspire teams and move enterprise-level initiatives forward.

AREAS OF EXPERTISE

Brand development & administration, marketing strategy, multi-channel campaigns, message crafting & storytelling, public relations, medical device marketing, design systems, data analysis, operational planning, change management, organizational leadership, team-building, and staff development.

EXPERIENCE

DIRECTOR, BRAND & MARKETING

NEPHROS, INC.

South Orange, NJ / **March 2021–Present**

Responsible for the build and execution of the Nephros brand, while architecting marketing strategies and firm-wide initiatives that deliver on business objectives. Lead the administration of campaigns, collateral, thought leadership, press and PR that demonstrate brand integrity while driving revenue growth and company goals.

- Established Marketing department from ground up and **managed a ~\$700K annual budget** for marketing spend and team headcount
- **Directed an internal company rebrand and redesign**, inclusive of messaging, positioning, visual identity, design assets, and ongoing strategy
- Spearheaded the build and design of a brand-new website, **delivered on-time and on-budget**
- **Transformed online presence** to effectively communicate new branding, drive user engagement, and establish system for lead generation
 - Yielded **200% YoY increase in organic engagement**, most significantly in pages per session & session duration
 - **Generated \$222K in web-lead revenue** and a **193% ROI** in just 10 months
- Overhauled SEO and PPC practices to produce **400% increase in conversions**
- Partnered with other senior leaders to relaunch Commercial Filtration business
 - Reduced product lineup by 40% to eliminate redundancies & non-performers, **lower overhead, and improve production efficiency**
 - Overhauled go-to-market strategy to clearly **communicate value proposition, support customer needs, and leverage market demand**
- Instituted operational changes to internally demonstrate brand and enhance performance
 - Established training series to **develop leadership competencies and new skillsets**
 - United staff around new communication framework to **boost collaboration, reduce confusion, and improve project outcomes**
 - Cultivated the development of a **corporate citizenship program**

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BRAND DEVELOPER & STRATEGIST

INDEPENDENT

New York, NY / 2016–2021

Worked directly with small businesses and independent clients to cultivate branding and design strategies based on research, insight, and empathy. Executed in-depth analysis to develop impactful solutions that facilitated growth and communicated brand messaging. Constructed media plans; created digital assets; crafted narratives; and designed marketing collateral; that engaged, informed, and inspired users.

- **Generated 500% YoY growth** in web traffic and over 75K unique visitors to project sites with **targeted media outreach, SEO strategy, and email marketing**
- Reached a **highly-engaged audience of 50K+** with new media channel programming, zero-cost advertising and grassroots promotion
- **Achieved targeted press placement** and **established clients as thought leaders** with compelling brand copy, effective written pitches, and industry outreach
- Maximized audience engagement and growth with **scalable social media marketing strategies tailored to client needs**
- **Developed digital product solutions** and **designed interfaces** that fostered discovery, communicated brand messaging, and positioned clients for growth
- **Increased cash flow by 250%** with strategic fundraising campaigns

INTERACTIVE CONTENT DESIGN MANAGER

COHEN & STEERS

New York, NY / 2006–2018

Advanced through a variety of roles over the span of 12 years, developing content and leading teams for B2C & B2B marketing within a publicly traded financial company. As Interactive Content Design Manager, I bridged the gap between Digital Marketing and Creative Services; reduced production redundancies, improved inter-department collaboration and enriched the efficacy of marketing deliverables.

- Increased web traffic and brand reach with strategic development of **video assets for multi-channel marketing**
- Engineered the automation of monthly/quarterly updates which **improved production performance by 37%** and increased opportunities for new initiatives
- **Developed responsive design systems** that improved marketing content creation and supported delivery across multiple media channels
- Enhanced the functionality of corporate website with targeted UX design; **generated 20% improvement in user engagement**
- **Tailored marketing strategies and customer journeys** to support the unique needs of different markets and international audiences

EDUCATION

PRATT INSTITUTE

B.I.D. / Bachelor's Degree in Industrial Design, Concentration in Communication Design

ORIEL STAT A MATRIX Quality Systems & Considerations for Marketing Medical Devices

NYC SMALL BUSINESS SVCS FastTrac [Entrepreneur Development] Certificate /

PRATT INSTITUTE, Business Communication for Creative Professionals Certificate /

NOBLE DESKTOP, Web Design & Development Certificate /

EDWARD TUFTE, Presenting Data & Information

PROFESSIONAL ASSOCIATIONS

AIGA Board Member / mClub Brand Leaders