**Brian C. Halloran**

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**Marketing Skills : Marketing Strategy**

* Created and implemented a digital marketing strategy for lead generation and corporate branding.
* Coordinated the marketing plan and measurable goals based on market research in order to achieve the maximum profit potential and sustain the business.

**Content Management Systems**

* WordPress: Experienced.
* Joomla: Beginner.

**E-commerce**

* Woo Commerce, Smart Manager, and Smart Offers in association with WordPress CMS.
* Amazon Seller Central and Vendor Central in association with Amazon.com.
* Shopify website builder with online retail website.

**Social Media**

* Managed the social media landscape by creating sites, monitoring, and posting for clients.
* Proficient in social sites: Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, YouTube, Vimeo, Tumblr, Snapchat, Periscope, Myspace, Foursquare, StumbleUpon, Vine, Reddit, Flickr, Bebo, Orkut, Pheed, Storify, Feedly, Swayy, Weebly, Sgrouples, Vizify, & Listnerd.
* Performed paid advertisements to increase engagement in the form of likes, tweets, shares, and comments.

**Search Engine Optimization**

* Created on-page and off-page SEO strategy and content for company and client websites.
* Conducted keyword research, website (URL) restructuring, formation of back-links, and created XML sitemaps.
* Improved title tags, meta-keywords, meta-descriptions, headlines, image tags, page descriptions, keyword identification and webpage content.
* Created original content in the form of blogs, articles, press releases, and page copy for enhancing website content.
* Performed optimizing links, creating back-links and making directory submissions.
* Edited on-page HTML/CSS.

**Email Marketing**

* Sent email blasts to a potential and current customers.
* Performed data-mining to determine potential customers.
* Segmented email lists to target different demographics, spending habits, and buyer interest.

**Lead Generation**

* Generated consumer interest or inquiry into products and services.
* Developed and activated landing pages, form pages, and calls-to action to create email lists.
* Deployed reward programs, loyalty programs, and other offers to increase member acquisition.

**Experience:** **ProMera Sports, Norwell, MA** **Aug. 2014 – Dec. 2015**

***Digital Marketing Manager***

* Coordinated and delegated tasks within the marketing team.
* Administered, monitored, and posted on 7 social media sites: Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, and YouTube.
* Administer, qualified, and managed the company’s Affiliate program with individuals and colleges.
* Administered and monitored everything with Google analytics including but not limited to real-time audiences, page visits, bounce rates, page exits, and visitor behavior.
* Continuously keeping up on trends and monitor digital marketing blogs.
* Researched and hired new employees.
* Coordinated our WordPress Website:
  + Helped perform functionality on the website including adding images, content, pages, and products as needed or instructed.
  + Checked and processed online orders from our online store and Amazon.com.
  + Helped develop and created ideas for the Amazon store with the sales department.
  + Uploaded images to the WordPress library.
  + Uploaded affiliate contact information to Woo commerce and WP Affiliate.
  + Uploaded and activated new plug-ins.
  + Tested new functions on the Sandbox test site.

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* Notified office staff with activation of coupons, promos, and other online store related matters.
* Answered incoming and made outgoing calls about orders and ordering problems.
* Posted and created blog posts.
* Contacted sponsored athletes and initiated content distribution on social sites, the blog, and web pages.
* Performed and processed the sales tax reports for the office manager at the end of every month.
* Discussed the upcoming promotions and specials with the warehouse personnel.
* Facilitate projects with the sales director with promotions like in-store and online promotions.
* Posted on indexing (digital presence management) sites like YP.com, Superpages. Yelp, MapQuest, etc.
* Created graphic design material for social media and website.
* Keeped track of our GoDaddy and Shopify accounts.

**Freelance Marketing Services, New Bedford, MA** **Jul. 2010-Aug. 2014**

* Provided various marketing services, consultation, publicity, and advertising to help increase a company’s web presence, public image, and ROI. Clients include:

1. **Loudbus Creative Marketing**: Social Media Development and SEO. Salem
2. **Opt My Biz**: SEO, Web Content, and Google Analytics. Pawtucket
3. **Bill Drake & Core Group Creative**: Social Media Analysis and Online Consultation. Hyannis
4. **Strategis**: Social Media and Blog Writing. Stoughton
5. **Mark C. Montigny**: Public Relations. New Bedford
6. **Jonathan F. Mitchell**: Social Media, Promotion, and Development of Online Presence. New Bedford
7. **MKH Music Studio**: Graphic Design, Social Media, and Website Coordination. Waltham
8. **Halftime Sports Bar & Grille**: Social Media and Event Promotion. Fall River
9. **Club Jewel Nightclub & Lounge**: Social Media and Event Promotion. Fall River
10. **A & A Jewelers, Inc**.: Social Media, PPC, Branding, and Retail Marketing. Dartmouth
11. **Lex Diamond Entertainment Group**: Social Media and Web Development. Fall River
12. **Lex Diamond Watches**: Social Media and Web Development. Fall River
13. **Insignia Jet Group:** Database Marketing and E-mail Marketing.Rockland
14. **Charlie Anderson/Selling Skills Institute**: Database Marketing and E-mail Marketing. Melrose
15. **Winters Home Services**: SEO, PPC, Content Creation, and Social Media Management. Cambridge
16. **Willows Condominiums**: Online Marketing, Web Development, & Customer Service. New Bedford
17. **Hippo ePhi Data Storage, Inc**.: Strategy, Formation, and Consultation. New Bedford
18. **Modern Food Brands, LLC**: Social Media and Web Development. New Bedford
19. **Spindler & O’Neil**: Social Media, Blogging, and Online Listings. North Reading
20. **Starwood Associates**: Social Media, Blogging, and Online Listings. Wilmington
21. **J Mode Fashions**: Social Media, Blogging, and Content Creation. Salem
22. **Brain Balance**: Social Media, Presentation Development, and Consultation**.** Danvers

**Previous Positions**

* ***Commercial Real Estate Paralegal*** at Halloran, Lukoff, & Smith P.C. **Jul. 2004–Jun. 2010**
* ***Reorder Artist*** at Ahead Headgear.**Jul. 1999-May 2004**

**Computer Skills: Operating Systems: Windows XP, Vista, 7, 8 (8.1), 10 and Mac OS X (1 - 10.10)**

* Microsoft Applications: Word, Excel, PowerPoint, Access, Publisher, and Outlook.
* Social Networking Websites: Facebook, Twitter, LinkedIn, Instagram, Snapchat, Google+, Pinterest, YouTube, Periscope, Myspace, Tumblr, & Vimeo.
* Social Media Management Systems: HootSuite, Buffer, Feedly, and Yoono.
* E-mail Marketing: Constant Contact, MailChimp, iContact, and Benchmark Email.
* Graphic Applications: Adobe Photoshop and Illustrator.
* Computer Measurement Programs: Google Analytics, Sprout Social, and Simply Measured.

**Education: HubSpot Academy, Cambridge, MA Updated: May 2015**

* Inbound Marketing Certification 2013, 2014, & 2015 Update

**Inbound Marketing University, Cambridge, MA Completion: Dec. 2012**

* Inbound Marketing Certification Awarded by HubSpot’s Training Program

**Arizona State University, Tempe, AZ**  **Graduation: May 1999**

* Bachelor of Science in Marketing, College of Business
* Minor in Communications, College of Mass Communications.

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