

David Brewbaker

Digital Marketing, Consulting, Web Design | Digital Portfolio: dbrewbaker.com

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Summary

- Web Designer with 15 years experience designing and implementing front-end interfaces for websites, rich media for display advertising, e-newsletters and blogs. Highly proficient in HTML, CSS, with an emphasis on progressive enhancement and responsive design.
- Digital Marketing Director with strong strategy and planning experience in the areas of display advertising and rich media, search marketing, mobile and social media.
- Expert in performance analytics with focus on measuring digital media for conversion success and ROI. (Google Analytics, Urchin, WebTrends and popular ad-serving reporting platforms)
- Background in project management and production as web team leader, involved in high order oversight of all phases of development, client management, budgets and scheduling.

Technical Experience

Fluent in Mac and Windows platforms. Adobe Photoshop, Flash, Acrobat, BBEedit, Dreamweaver, Adobe Illustrator and InDesign.

Work Experience

2011 – Present: Mill Cove Partners – Owner/Partner

1996 – 2011: Swardlick Marketing Group – Portland, Maine

Director of Digital Marketing

Responsibilities included:

- Web Design
- Art direction
- Project management
- Digital strategy development
- Online media planning

1998 – 2002: Deep River Interactive (Swardlick MG subsidiary)

Creative Director

Responsibilities included:

- Digital creative direction
- Design and management of web development projects to match clients' requirements
- Project proposals and management of budgets and deadlines

Client Work

Higher Education

Bentley University

- From 2004 – 2011, directed digital marketing programs to increase brand awareness and graduate and undergraduate enrollment, including display advertising, SEM, mobile, and email marketing.
- Worked with the Bentley marketing staff on special promotions in partnership with TIME magazine and TIME.com, NYT.com, Boston.com and other internet publishers to raise awareness of graduate degree programs in national and international markets.
- Served as UX/IA consultant to Bentley on the re-launch of their website in 2006. Responsible for Information Architecture and User Interface development.

Other Higher Education Client Experience

- Wheelock College: Display Advertising, SEM
- University of Southern Maine: Display Advertising, Facebook Advertising
- University of Maine System: Web Development

Food and Health Marketing

Wild Blueberry Association of North America

- In 2009 – 10 served as director of a multi-channel online program that consisted of rich media advertising, SEM, SEO, email and social marketing.
- From 1996 – 2011, oversaw four generations of website development as Creative Director and Designer. The online presence of this commodity group's product, the wild blueberry, has played a critical role in the delivery of communications for marketing, and consumer and trade awareness, resulting in increased demand and sales both in the US and abroad.

Mott's (Cadbury Schweppes)

- Creative Director/Designer for corporate website development. Aggregated four independent product sites into one branded site that fulfills product information, promotions and corporate identity.
- Planned and executed various national digital advertising and email campaigns for the motts.com site launch as well as product promotions and launches.

The Cheeses of France

- Developed and oversaw the digital brand communications program that introduced American consumers to the “the language of cheese” – fromage, terroir, affinage and the variety of authentic French cheeses.
- Designed and managed The Cheeses of France website, supported by numerous national display advertising campaigns, SEM and a monthly e-newsletter targeted to consumers.

Other Food and Health Client Experience

- Oakhurst Dairy: Digital Advertising
- 5 A Day, The Produce for Better Health Foundation: Web Development

Travel and Tourism

Maine Office of Tourism

- Directed the digital portion of the 2009 – 10 online campaign that had as its primary goal driving traffic to visitmaine.com, the state’s tourism website, where potential visitors could learn all there is to do and see in Maine.
- The digital programs consisted of rich media advertising, SEM, mobile, and email. To-date, the results of the 2009 – 10 campaign have yielded a 20% increase in website visitors.

Maine Turnpike Authority

- Developed Maineturnpike.com in 1998 for the \$136 million dollar five-year Maine Turnpike Widening Project. The site’s role in this public awareness campaign was key in communicating timely travel and construction updates to the public, using email alerts, web cams and video content. Oversaw several iterations of site redesign through 2011.

Education

- Connecticut Institute of Art, Greenwich, CT
- Cabrillo College, Aptos, CA