

Brian Greer

Digital Marketing Specialist, SEO Guru, Web Developer, Problem Solver, Jack of All Trades
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WORK EXPERIENCE

Web & Social Media Specialist

East Tennessee Children's Hospital - Knoxville, TN - September 2013 to Present

- ❑ Manage digital marketing content creation calendar, including planning, scheduling and creating all posts for social media (Facebook, Twitter, Google+, LinkedIn, Pinterest)
- ❑ Strategize with multiple departments within the organization to develop promotional marketing campaigns and ensure messaging is accurate, engaging and brand-friendly
- ❑ Manage mobile app development, including user interface, features and updates
- ❑ Manage all web and social media advertising, including Google PPC, Facebook Ads, Twitter Ads
- ❑ Manage all website analytics to track and develop content and advertising strategies and generate new strategies based on data collected
- ❑ Manage and maintain the organization's external website, including website design, creating custom ASP and PHP code, backend server maintenance, graphic design, content development
- ❑ Manage database of health information, including regular addition of new content, SQL database updates, configuring XML and API calls
- ❑ Direct all SEO operations, including site audits, backlink analysis, server optimizations, monitoring and editing content
- ❑ Manage all Information Systems for the Marketing Department Adobe Creative Cloud and Amazon Web Services
- ❑ Manage Digital Asset Management (DAM) server, including set up, adding Metadata and regular maintenance
- ❑ Manage organization's digital newsletter, including creation, scheduling, email acquisition and lead generation

SEO Director/Web Developer/PPC/SEM Marketing/Social Media Marketing

Internet Marketing Expert Group - Sevierville, TN - June 2011 to August 2013

- ❑ Served as search engine optimization director including detailed monthly SEO audits, keyword research and analysis, development of ongoing SEO strategies for clients, and onsite implementation for multiple websites
- ❑ Managed team of writers and web designers for developing creative and authoritative digital content for clients
- ❑ Increased ROI and organic website traffic for all SEO clients

- ❑ Managed social media accounts and online presence for over 50 clients, including Facebook, Twitter, Pinterest, YouTube, Google+, Flickr, Vimeo and more
 - ❑ Web Development including coding, web layout, graphic design, content management system setup, blog setup (Wordpress), and project management for multiple client websites
 - ❑ Managed SEM marketing including the creation and monitoring of multiple pay-per-click (PPC) ad campaigns for Facebook
 - ❑ Managed email marketing campaigns, including content creation and scheduling
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Web Access/Promotions Coordinator, Webmaster

Community Television - Knoxville, TN - June 2005 to December 2009

- ❑ Coordinated studio productions, remote shoots, and special projects
 - ❑ Exclusively supervised six to eight hours of community event broadcast programming from 2006-2008
 - ❑ Designed and maintained organization website, including new content, streaming media, social networking, and programming schedule updates
 - ❑ Designed and maintained The WISE Channel website (Drupal)
 - ❑ Directed television shows, including live programming, informational segments for non-profit organizations, and local Knoxville and Knox County government meetings
 - ❑ Developed digital messaging for over a dozen local non-profit organizations
 - ❑ Edited promotional pieces, training videos, commercials, and public service announcements for broadcast and multimedia
 - ❑ Trained new community producers in the use of studio facilities, portable camera use, and non-linear editing
 - ❑ Project manager and video editor for the Metropolitan Drug Commission's television campaign to create PSA's for teen drug and substance abuse awareness (featured on NBC's *The Today Show* in July 2006)
 - ❑ Received and scheduled new programming on a daily basis
 - ❑ Maintained and provided technical support of hardware, software, and network infrastructure for staff and management in both PC and Apple-based environments
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AWARDS and ACCOMPLISHMENTS

- ❑ Award of Quality for Research/Evaluation
Public Relations Society of America (May 2015)
Award of Quality winner for online analytics reporting and data research for East Tennessee Children's Hospital at the 2015 PRSA "V" Awards
- ❑ Award of Quality for Website Design
Public Relations Society of America (May 2015)

Award of Quality recipient for East Tennessee Children's Hospital's external website design and development at the 2015 PRSA "V" Awards

- ❑ Award of Quality for Social Media
Public Relations Society of America (May 2015)
Award of Quality recipient for East Tennessee Children's Hospital's social media campaign and strategy at the 2015 PRSA "V" Awards
- ❑ Award of Quality for Internal/Intranet Videos
Public Relations Society of America (May 2015)
Award of Quality winner for filming and editing East Tennessee Children's Hospital's "Employee Wellness Campaign" video at the 2015 PRSA "V" Awards
- ❑ Service Excellence Award
East Tennessee Children's Hospital (January 2015)
Winner of the Service Excellence Department Award through the IMPACT Program as part of Children's Hospital's marketing team. The award recognizes the willingness to go above and beyond for not only the hospital's patients and families, but for co-workers in other departments.
- ❑ Best SEM/SEO Specialist
American Advertising Federation Knoxville (October 2014)
2014 Big Wig Award Winner of "Best SEM/SEO Specialist" in East Tennessee

SKILLS and CERTIFICATIONS

- ❑ Digital Marketing Management
- ❑ Creative Campaign Strategist
- ❑ Google Analytics (Individual Qualification Certification, February 2014)
- ❑ SEO (Advanced Certification by Bruce Clay, July 2012)
- ❑ Social Media, SEM, Internet Marketing
- ❑ PPC and Digital Advertising Management, including Google Adwords and Facebook
- ❑ Microsoft Office Suite
- ❑ Website Development: HTML5, CSS, Wordpress, PHP, ASP.net, IIS, Drupal, Dreamweaver, FTP
- ❑ Vast technical knowledge of PC and Apple hardware and software
- ❑ Adobe Photoshop and Creative Cloud
- ❑ Video Production: Sony Vegas, Final Cut Pro, Adobe Premiere
- ❑ Photography

EDUCATION

Bachelors of Science in Business Administration
University of Tennessee - Knoxville, TN (1998 - 2002)