

# BRIAN RIBACK

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## MARKETING TECHNOLOGIST

15+ YEARS OF BREAKTHROUGH MARKETING & TECHNOLOGICAL  
LEADERSHIP EXPERIENCE ACROSS DIGITAL & TRADITIONAL CHANNELS

Collaborative change-maker proven in orchestrating channel marketing campaigns aimed at improving competitiveness while accelerating market share growth. Strategic tactician and liaison between business, IT and marketing functions to maximize ROI potential of data-driven strategies. Extensive pipeline of cross-industry vendor relationships. Responsive leader focused on maximizing engagement by fostering outstanding user experiences.

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### AREAS OF EXPERTISE

- Marketing Technology Management
  - Behavioral, PURL, Database Marketing
  - Email Marketing
  - Consumer Insights & Analytics
  - Sales Enablement
  - Web Development
  - Multi-Channel Campaigns
  - IT & C-Level Collaboration
  - Business & Technical Insights
  - Contract Negotiations
  - Team Leadership & Training
  - Strategic Communications
  - C-Level Collaboration
  - Relationship Building
  - APIs, RSS, XML
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### SELECT ACHIEVEMENTS & SPECIALTIES

- Revenue Acceleration:** Demonstrated record of success catalyzing dramatic revenue growth (including a 75% net income increase for one prominent client) via consultative leadership, as well as the facilitation of technological and marketing innovations.
  - Data & Behavioral Marketing Specialist:** Background of conceptualizing, documenting and overseeing development of 1:1 marketing initiatives, leveraging personalization and dynamic content to increase user engagement.
  - High-Visibility Brands:** Deep experience supporting major brands, including Citibank, the Daily News, Disney Theme Parks, Genworth Financial, GNC, Prudential, The Smithsonian Institute, US News & World Report, Universal Studios Florida, Victoria's Secret, Vistaprint, Weight Watchers
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### PROFESSIONAL EXPERIENCE

**FOUNDER & CHIEF MARKETING TECHNOLOGIST, Email Architects** 2014 – Present

Direct all facets of self-built consultancy delivering an ROI-focused suite of services centered on enhancing each client's holistic marketing approach. Execute multi-stage process of analyzing client existing content, strategies, and technologies to create a story and technological blueprints, as well as quantifiable test plans. Work closely with clients to integrate new technologies as well as the planning and execution of multi-channel marketing projects. Lead team of consultants in development of strategies driven by data, technical documentation, sourcing necessary resources, SWOT analysis, market positioning and financial modeling. Apply knowledge of HTML, HTML5, PHP and CSS principles to guide web development processes and ensure quality assurance.

- Spearhead a wide range of on-time, under-budget client projects, including the development of email marketing campaigns proven to drive open-ability, click-ability and deliver-ability.
- Negotiate and close profitable contract terms on behalf of clients, working with vendors across development, documentation, wireframing, UI/UX, research, story architecture and financial modeling.
- Created unique story blueprint with corresponding technologies for national media entity, catalyzing \$50K in increased revenue and a 35% boost in subscription retention. Introduced real-time data validation tools.

**MARKETING SPECIALIST, Daily News LP, New York, NY** 2008 – 2014

Directed daily e-marketing operations and four-person team in executing data analytics, requirements gathering, campaign launch and management. Researched and developed behavioral-based marketing automation programs in support of subscriber and advertiser initiatives, and enabled conversions for diverse demographic of young, multilingual and senior citizen subscribers. Created multiple touch-point experiences for recipients to uncover unique preferences through click behavior. Built and allocated database and e-mail marketing budgets.

- Led \$250K-valued project cleansing a database of 2.5MM records, consolidating records and appending values to yield more complete, single records. Completed project at \$75K to deliver substantial cost savings, in addition to additional reductions in data hosting fees, annually.
- Directed email marketing initiatives to promote subscriptions to both print and digital products and incentivize the development of responsive landing pages.
- Facilitated email marketing programs on behalf of the editorial department, including the launch of newsletters that promoted popular content on the website, as well as a strategic approach to breaking news.
- Pioneered back and front end systems. With an antiquated, flat-file legacy systems, developed innovative ways that allowed for its interaction with more modern, web-based applications, SQL and Oracle systems.
- Migrated existing email marketing program to a new vendor, inclusive of facilitating contract term negotiations, technical documentation, resource assignment, Gantt chart and progress monitoring
- Drove 40% increase in mobile app downloads and achieved \$125K in cost savings by architecting and launching complex sweepstakes platform for national media company.

**ACCOUNT SUPERVISOR, RI Communications Group, New York, NY** 2007 – 2008

Controlled major accounts, including Disney Theme Parks, Prudential and Genworth Financial. Trained and led team of five in delivering outstanding client service. Collaborated with project managers to define scope, strategies and cost requirements for each marketing project. Facilitated client-facing needs analysis meetings and created strategic solutions to each client's ongoing marketing challenges.

- Created successful multi-channel marketing campaigns using behavioral marketing strategies and XMPie.
- Supported new acquisition and existing client initiatives, as well as request for quote (RFQ) response process.

**ACCOUNT MANAGER, Experien Cheetahmail, New York, NY** 2005 – 2007

Innovated and deployed client e-mail marketing campaigns using proprietary, web-based application. Partnered with high-profile clients to drive campaign creation and execution. Delivered ongoing training on technology and methodologies to position clients for sustainable success. Assisted clients in interpreting complex data insights.

- Oversaw creation and updating of database lists for use in data segmentation and e-mail marketing.
- Directly supported CheetahMail creative team to develop new, strategic creatives.

**PRODUCER | ACCOUNT EXECUTIVE, Clear Channel Communications, New York, NY** 2001 – 2004

Generated revenue via business development, client prospecting and relationship building. Created multi-market, cross-channel campaigns in line with aggressive cost, time and quality requirements. Built critical client marketing documentation, including registration and client information pamphlets used for small and major events.

- Increased company revenue by selling online advertising during period of rapid industry growth.
- Primary point of logistical and contractual support to vendors at Z100's highly attended tradeshow events.

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**EDUCATION**

**Bachelor's Degree, Marketing of Music, Ramapo College of New Jersey, Mahwah, NJ**