

BRADLEY A. GIDDENS

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SUMMARY

Strategic marketing and client leadership executive with 15+ years of experience driving growth, retention, and operational excellence for Fortune 500 brands. Recognized for building and leading cross-functional teams, delivering business transformation through data-driven strategies, and fostering executive-level client partnerships. Proven ability to grow revenue, retain key accounts, and institutionalize processes that scale. Trusted advisor to senior leadership, bridging strategy, execution, and innovation to deliver sustainable business impact.

CAREER HIGHLIGHTS

- **Revenue Growth & Business Development**
 - Secured \$1M+ in new revenue through RFP leadership, C-suite consulting, and enterprise campaign execution across McDonald's, Dell, Barclays, and Yahoo! Sports.
 - Built a consultancy from the ground up, managing \$600K+ in annual billings, while delivering sustainable growth strategies for Harper's Bazaar, Papyrus, and Something Digital.
- **Team Leadership & Organizational Impact**
 - Built and scaled SEO and digital teams of up to 6 people, improving delivery efficiency by 30% through standardized processes and professional development programs.
 - Championed cross-functional workshops aligning Sales, Marketing, and CX, which increased team productivity by 20% and institutionalized customer-centric practices.
- **Process Innovation & Operational Efficiency**
 - Reduced marketing costs by 15% and improved ROI 25% by implementing standardized omnichannel workflows and AI-enhanced campaign execution.
 - Cut content production costs by 50% (\$250K+) with modular asset strategies deployed across 10+ campaigns.
- **Client Leadership & Retention**
 - Drove 131% YoY revenue growth and 33% increase in customer acquisition for enterprise clients through integrated SEO, SEM, and social programs.
 - Retained and expanded high-value accounts, consistently maintaining 90–95% client retention rates while driving upsell and cross-sell opportunities.
- **Cross-Industry Thought Leadership**
 - Co-developed "Canary," a proprietary consumer insights platform, adopted by Marriott, Dick's Sporting Goods, and BP to increase engagement by 25%.
 - Speaker at SMX East and Climate Week NYC, positioning as a thought leader in omnichannel performance and sustainable media transformation.

CORE SKILLS

- Executive Client Relationship Management & Retention
- Business Development & Revenue Growth
- Team Leadership & Talent Development
- Process Innovation & Operational Efficiency
- Cross-Functional Collaboration & Change Management
- Omnichannel & Digital Transformation Strategy
- Data-Driven Insights & Customer Experience Strategy
- Sustainable Marketing & Media Innovation

KEY CLIENTS & INDUSTRIES

Pharmaceutical: Pfizer, Gilead Sciences, AbbVie, Lantheus, Bristol Myers Squibb

Retail & eCommerce: Saks Fifth Avenue, Lord & Taylor, Burlington, Kipling, Dell, James Avery, Sleep Number

Quick Service & CPG: McDonald's, Burger King, Lindt Chocolates, Tim Horton's, Little Caesar's

Finance & Healthcare: Barclays, United Healthcare, Amica, RushCard

Hospitality & Entertainment: Marriott, Yahoo!, USTA

Automotive: Safelite, BP, SP+

PROFESSIONAL EXPERIENCE

Consultant & Digital Marketing Strategist | GOOD COMPANY - New York, NY

October 2023 – Present

Advising brands and agencies on AI-enhanced marketing, sustainable media transformation, and customer-first growth.

- **New Business Growth:** Secured 10+ new projects in first 6 months; drove 120% revenue growth.
- **Client Retention:** Built long-term client partnerships by improving ROI by 25% while reducing spend 15%.
- **Process Leadership:** Introduced AI workflows and carbon-conscious metrics, institutionalizing sustainable practices across client portfolios.
- **Executive Collaboration:** Partnered with CMOs and senior stakeholders to align growth frameworks with enterprise objectives.

Director, Customer Experience Strategy | Eversana Intouch - New York, NY

March 2022 - August 2023

Led omnichannel engagement strategies across therapeutic areas, enhancing HCP and patient experience.

- **Cross-Functional Leadership:** Directed multi-disciplinary teams (creative, data, media) to deliver next-best-message strategies, increasing engagement by 25% and prescriptions by 15%.
- **Operational Efficiency:** Reduced production costs 50% through modular content, saving \$250K+.
- **Client Expansion:** Drove \$1M+ in incremental scope via executive consulting and CX strategy.
- **Change Management:** Introduced new workflows across Salesforce, Veeva, and programmatic platforms, enabling scalable personalization.

Digital CX Strategy Lead - Acquisition & Search | Epsilon (Publicis Groupe) - New York, NY

January 2019 - March 2022

Directed omnichannel growth and consulting engagements across Pharma, Retail, QSR and Finance.

- **Revenue Leadership:** Generated \$750K+ in incremental consulting revenue; delivered 131% YoY revenue growth and 33% increase in customer acquisition.
- **Innovation & Insights:** Co-developed "Canary," a consumer insights platform adopted by Fortune 500 clients, boosting engagement 25%.
- **Business Development:** Secured \$1M+ in new revenue through RFP leadership and executive-level consulting.
- **Team Management:** Oversaw paid media and SEO teams; reduced acquisition costs 20% by aligning cross-channel execution.

Associate Director, SEO | Horizon Media - New York, NY

July 2015 - January 2019

Promoted from Manager to lead SEO strategy, innovation, and team development.

- **Team Leadership:** Built and managed a 6-person SEO team, increasing efficiency by 30%.
- **Business Development:** Co-founded “Penn & Pixle,” generating \$500K in new revenue; drove \$1M+ in annual billings.
- **Cross-Functional Delivery:** Partnered with analytics, media, and creative teams to achieve 60% YoY traffic growth and 33% lift in conversions.
- **Process Improvement:** Standardized workflows and training that reduced project turnaround by 20% and improved retention.

Specialist, SEO | Hudson's Bay Company - New York, NY

January 2014 - July 2015

- **Enterprise Project Leadership:** Led SEO for Saks site migration, ensuring seamless integration and 125% traffic lift.
- **Client Impact:** Increased Lord & Taylor revenue by 45% YoY via enterprise SEO optimization.

Founder & Digital Marketing Manager | SEO & Company - New York, NY

January 2007 - December 2013

Built and ran a boutique digital consultancy for retail and fashion brands while being a stay at home dad.

- Built consultancy from the ground up; managed \$600K+ billings across retail & fashion.
- Directed multi-channel digital strategies (SEO, PPC, Social, Content), improving client revenues by 30%.
- Managed independent contractor team delivering scalable execution.

EDUCATION & CERTIFICATIONS

University of North Carolina at Wilmington

B.A. in Communication Studies • B.A. in Psychology

University of North Carolina at Wilmington

B.A. in Communication Studies • B.A. in Communication Studies

New York University – School of Continuing Professional Studies (SCPS)

Certificate, Digital Marketing Management

MIT Sloan Executive Education

Certificate, Sustainability Strategy & Circular Economy

Certifications:

- Sustainability Excellence Associate (ISSP), 2024
- Circular Economy – Lund University, 2024

TECHNICAL SKILLS:

Analytics & Insights: GA4, Adobe Analytics, Nielsen, Hotjar, SEMrush, Ahrefs

Martech & CRM: Salesforce, Hubspot, Marketo, Constant Contact

Search & Display: Google Ads, Microsoft Ads, Trade Desk, Meta Ads

SEO & Content: BrightEdge, Moz, MarketMuse, Covario

CMS & Web: WordPress, Shopify, AEM, Wix, Magento

AI & Automation: ChatGPT, Botsonic, WriteSonic, Synthesia, CustomGPT, Zapier