

BRADLEY A. GIDDENS

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SUMMARY

Accomplished digital marketing strategist and customer experience leader with 15+ years of proven success designing, executing and optimizing integrated digital marketing strategies for Fortune 500 and growth-focused brands. Specialized in SEO, SEM, PPC campaign management, content marketing, conversion rate optimization (CRO), omnichannel acquisition and customer journey mapping. Expert in analytics (GA4, Adobe Analytics), Martech (Salesforce, HubSpot, Marketo), and A/B testing to maximize customer engagement, lead generation and ROI. Recognized for cross-functional leadership, digital transformation and sustainable revenue growth through data-driven insight and advanced automation.

CORE SKILLS & TOOLS

- Digital Marketing Strategy
- Customer Experience (CX) Strategy
- SEO / SEM / PPC Campaigns
- Content Marketing & Campaign Management
- Lead Generation & Customer Acquisition
- Omnichannel Marketing & Personalization
- Conversion Rate Optimization (CRO)
- Email Marketing
- Analytics (GA4, Adobe Analytics, Tableau, Nielsen)
- Martech & CRM (Salesforce, HubSpot, Marketo, Veeva)
- Social Media Marketing
- Project Management, Agile Marketing
- A/B Testing, Data Analysis, Reporting
- Stakeholder Engagement, Cross-functional Collaboration
- AI & Automation (ChatGPT, Zapier, WriteSonic)

CAREER HIGHLIGHTS

Revenue Growth & Business Development

- Secured \$1M+ in new revenue by leading digital marketing strategy, RFP responses and omnichannel campaign management for Fortune 500 brands - delivering analytics-driven acquisition, CRO, and CRM optimization to surpass growth targets.
- Built and scaled a digital consultancy, managing \$600K+ in annual billings and driving 30%+ revenue growth for top clients through SEO, SEM, PPC and content marketing initiatives; achieved strong campaign ROI by leveraging customer journey mapping and A/B testing.

Team Leadership & Cross-Functional Enablement

- Directed and developed digital marketing and SEO teams, increasing delivery efficiency by 30% and cross-functional productivity by 20% through implementation of standardized workflows, agile practices and analytics-based campaign management.

Cost Optimization & Efficiency

- Reduced marketing costs by 15% and increased campaign ROI by 25% by deploying AI-powered automation, modular content strategies and conversion rate optimization; delivered \$250K+ in production savings across 10+ campaigns.

Client Acquisition, Retention & CX Innovation

- Enabled 131% YoY revenue growth and a 33% lift in customer acquisition for enterprise clients via integrated SEO, SEM and paid media campaigns; consistently achieved 90 - 95% client retention and leadership in customer experience strategy and personalization.

- Co-developed and launched the “Canary” customer insights platform, increasing engagement by 25% and onboarding flagship clients (Marriott, Dick’s Sporting Goods, BP); recognized as a digital transformation and sustainable marketing speaker.

KEY CLIENTS & INDUSTRIES

Pharmaceutical & Healthcare:

Pfizer, Gilead Sciences, AbbVie, Lantheus, Bristol Myers Squibb, United Healthcare, Bayer

Retail & eCommerce:

Saks Fifth Avenue, Saks Off 5th, Lord & Taylor, Burlington, Kipling, Dell, James Avery, Sleep Number, Papyrus, Aden & Anais, Dick’s Sporting Goods

Quick Service & CPG:

McDonald’s, Burger King, Lindt Chocolates, Tim Horton’s, Little Caesar’s

Finance:

Barclays, RushCard, Amica

Hospitality & Entertainment:

Marriott, Yahoo! Sports, NFL, USTA

PROFESSIONAL EXPERIENCE

Fractional Growth & Digital Strategy Advisor | Independent Consultant | New York, NY
October 2023 – Present

- **Strategic Consulting:** Provide freelance advisory support across growth strategy, digital transformation, customer experience, and business development for clients and ventures including RxPlain, BGB Group, GOOD COMPANY, Feedeaters, and personologie.
- **Cross-Functional Impact:** Supported initiatives ranging from customer experience strategy and healthcare communications to sustainable marketing innovation, brand positioning, and audience development, helping organizations refine offerings, strengthen engagement, and build scalable growth foundations.
- **Venture Development:** Partner with founders and teams to shape early-stage concepts, clarify market positioning, and improve commercial direction across projects spanning patient education, executive coaching, digital media, and purpose-driven marketing.

Director, Customer Experience Strategy | EVERSANA Intouch | New York, NY
March 2022 – August 2023

- **Cross-Functional Leadership:** Directed multi-disciplinary teams (creative, data science, media) in delivery of next-best-message and omnichannel engagement strategies, resulting in a 25% increase in healthcare professional (HCP) and patient engagement and a 10% lift in prescription rates for pharma brands.
- **Operational Efficiency:** Reduced digital marketing and campaign production costs by 50%, saving \$250K+ through adoption of modular content development, AI-powered automation, and streamlined workflow management.
- **Client Expansion:** Secured over \$1M in incremental scope and new billings by advising on digital customer experience (CX) strategy, leveraging analytics, CRM integration, and performance marketing methodologies to expand enterprise client portfolios.
- **Change Management:** Designed and implemented new cross-platform workflows integrating Salesforce, Veeva, and programmatic media buying solutions, enabling scalable personalization, improved audience segmentation and measurable impact across campaigns and customer journeys.

Digital CX Strategy Lead – Acquisition & Search | Epsilon (Publicis Groupe) | New York, NY
January 2019 – March 2022

- **Revenue Leadership:** Generated 131% year-over-year revenue growth and a 33% increase in customer acquisition by developing and scaling integrated digital marketing, SEO, SEM and paid search campaigns that maximized conversion rates and pipeline efficiency.
- **Innovation & Insights:** Co-developed “Canary,” a proprietary consumer insights platform adopted by Fortune 500 clients, driving a 25% lift in engagement through deep analytics, omnichannel attribution modeling and actionable customer journey data.
- **Business Development:** Secured \$1M+ in new business revenue through RFP leadership and executive-level consulting - optimizing campaign ROI, client retention and audience segmentation for cross-sector digital marketing engagements.
- **Team Management & Efficiency:** Oversaw and enabled paid media and SEO teams to reduce acquisition costs by 20% through cross-channel execution, advanced targeting and process optimization, improving both marketing efficiency and client outcomes.

Associate Director, SEO | Horizon Media | New York, NY
July 2015 – January 2019

- **Team Leadership:** Built, managed and optimized a 6-person SEO team, increasing project delivery efficiency by 30% through targeted professional development, process standardization and performance management.
- **Business Development:** Co-founded and scaled “Penn & Pixle,” generating \$500K in new business revenue via integrated SEO and content marketing solutions for cross-industry accounts.
- **Cross-Functional Delivery:** Collaborated with analytics, media, and creative teams to deliver 60% year-over-year organic traffic growth and achieve a 33% increase in conversion rates for client campaigns; leveraged advanced keyword optimization and technical SEO for campaign success.

Specialist, SEO | Hudson's Bay Company | New York, NY
January 2014 – July 2015

- **Enterprise Project Leadership:** Led the SEO strategy for Saks Fifth Avenue’s website migration, ensuring seamless integration of technical SEO elements and driving a 125% lift in organic traffic; coordinated cross-functional teams in creative, analytics, and IT to deliver successful digital transformation.
- **Client Impact & Revenue Growth:** Increased Lord & Taylor’s annual revenue by 45% year-over-year through targeted enterprise SEO optimization, technical audits and implementation of new keyword strategies for improved search rankings and conversion rates.

Founder & Digital Marketing Manager | SEO & Company | New York, NY
January 2007 – December 2013

- Built boutique digital consultancy supporting retail and eCommerce brands; managed \$600K+ in annual billings.
- Developed and executed SEO, PPC, and content campaigns earning clients consistent 30%+ YoY revenue growth.
- Led independent teams, delivering scalable digital marketing campaigns and measurable results.

EDUCATION & CERTIFICATIONS

- B.A. Communication Studies - B.A. Psychology, University of North Carolina Wilmington
- Certificate, Digital Marketing Management, NYU SCPS
- Certificate, Sustainability Strategy & Circular Economy, MIT Sloan Executive Education
- Sustainability Excellence Associate (ISSP), 2024