

# Justin Bright

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Lawrence, KS 66049

For a more detailed, interactive résumé and portfolio, visit [justinbright.com](http://justinbright.com)

**I make your life easier.** With over 13 years of traditional marketing, digital marketing, and extensive web development experience, I drive traditional & digital business goals; e-commerce, search optimization, SEO, brand identity, social media, database integration, better programming, usability and accessibility.

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## WORK EXPERIENCE

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### **DIRECTOR OF DIGITAL MARKETING**

MARTINLOGAN, PARADIGM & ANTHEM

2011 - CURRENT  
LAWRENCE, KS

Develop and oversee marketing strategies for MartinLogan, Paradigm & Anthem brands across all digital channels. Lead and execute digital creative development and production process with emphasis on web and social marketing campaigns.

- Currently developing global strategies to engaging customers across all digital platforms for brand awareness and constancy with marketing messages, focusing on customer engagement, usability, design, and accessibility through mobile platforms as well as traditional web platforms.
- Created a successful video campaign that engaged consumers through YouTube, Facebook as well as news and social media outlets. Over 400% growth in video views and 800% in Facebook participation in a year, and growing exponentially.

### **MARKETING DIRECTOR**

MARTINLOGAN

2009 - 2011  
LAWRENCE, KS

Developed a Direct Marketing Strategy for a niche, hi-end segment of customers interested in premium loudspeakers.

- In charge of all marketing activities, including print and web advertising, brand identity, website development, creative, social media, voice of the customer, and marketing analytics. Report and work directly with the Senior VP of Sales, President & Chief Operating Officer.
- Redesigned and programmed MartinLogan.com to engage customers, focused on building a brand story to demystify electrostatic loudspeakers to the average consumer. Created and streamlined in-house database systems to support direct-to-consumer marketing efforts.
- Key decision making with new product development and brand identity.

### **WEB MARKETING MANAGER**

POLKAUDIO

2007 - 2009  
BALTIMORE, MD

Key member of the Direct Sales Team, created in '07 and tasked with developing a viable direct-to-consumer sales and e-commerce business model.

- Assisted creating and streamlining in-house operations to facilitate all direct-to-consumer fulfillments, from order processing to shipping out of our San Diego warehouse. Developed a "no-touch" automation of web sales, flowing orders from an online web site, created and managed in-house, to integrate with our internal ERP software system for processing and fulfillment.
- Redesigned the corporate website to align with our direct-to-consumer sales plan, increased online sales over 600% in 2008.
- Managed a web marketing team to execute all online marketing activities and increased online sales growth exponentially year over year.

### **WEBMASTER**

POLKAUDIO

2001 - 2007  
BALTIMORE, MD

Built and managed all corporate websites, organized product information for collaboration using web applications I custom built, and created a dynamic and useful website that engaged customers. Leveraged the website by marketing select products direct-to-consumers.

- Rebranded the corporate site to align our traditional marketing efforts and goals with online initiatives, specifically giving the website a "voice" that talks to customers in an engaging and empowering way. Spoke directly to consumers with trackable email marketing campaigns and targeted banner advertising. Worked directly with the Senior VP of Marketing to coordinate ad campaigns with trackable results.

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## EDUCATION

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### **MASTERS OF SCIENCE (M.S.) - Applied Information Technology**

TOWSON UNIVERSITY, COLLEGE OF GRADUATE STUDIES AND RESEARCH

GRADUATED 2010  
TOWSON, MD

### **BACHELOR OF SCIENCE (B.S.) - Physics**

TOWSON UNIVERSITY, UNDERGRADUATE

GRADUATED 2002  
TOWSON, MD

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## ADDITIONAL INFO

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- Recognized by CustomerRetailer magazine as a "2011 Young Turk of Consumer Electronics."
- Worked in the consumer electronic industry for over 12 years and have a deep passion for music; I play the guitar, bass and piano.
- Fluent in many <programming> languages.