



# JUSTIN BRIGHT

## MARKETING & DIGITAL TECHNOLOGY

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### ABOUT

Identifying good design, measuring results with performance metrics, and understanding the right digital technologies are the keys to driving great marketing. With over 18 years of experience, I bring a wealth of knowledge and real-world business intelligence to organizations.

### WORK

#### DIRECTOR OF MARKETING & DIGITAL TECHNOLOGY

2009-CURRENT

MartinLogan, Paradigm & Anthem

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

#### WEB MARKETING MANAGER

2001-2009

Polk Audio

Coded and managed all corporate websites, organized product information with custom-built web applications, and created dynamic content to engage customers. Developed a "no-touch" automation for online sales, integrate with our internal ERP software system for processing and fulfillment.

### EDUCATION

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

GRADUATED 2010

TOWSON UNIVERSITY, COLLEGE OF GRADUATE STUDIES

Towson, MD

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

GRADUATED 2002

TOWSON UNIVERSITY, UNDERGRADUATE

Towson, MD

### SKILLS

Digital Marketing



Programming / Coding



Tradeshows & Press



Traditional Marketing



Design & Layout



Team Management & Leadership



### INTERESTS

Biking, reading, <coding>, international travel, woodworking, figuring things out.