



# BRITTANY R. BIALOWAS

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## EXECUTIVE SUMMARY:

Growth-driven marketing executive with 15+ years leading **B2B and B2C digital strategy**, performance media, SEO/SEM, CRM automation, and omni-channel optimization. Expert in designing full-funnel programs that increase revenue, lead quality, and customer engagement. Skilled in cross-functional leadership, budget management, and data-driven decision-making to deliver scalable, ROI-focused marketing results.

## ADVANCED PROFICIENCIES:

- *SEO/SEM/PPC Campaign Management*
- *CRM Implementation & Automation*
- *Media Buying Execution & Strategy: Google Ads, Meta, LinkedIn, YouTube, TikTok, and programmatic/DSP*
- *Data Analytics & Reporting*
- *Content Marketing & Email Campaigns*
- *E-Commerce Optimization*
- *Team Leadership & Cross-functional Collaboration*

## TECHNICAL SKILLS:

*Google Ads · Google Analytics · Google Tag Manager · Google Data Studio · HubSpot Expert · (DFP) · WordPress · Tumblr · Wix · MOZ Pro · YEXT · Facebook/Instagram Ads Manager · LinkedIn · Basis DSP · SimpliFi · MailChimp · SEMRush · Shopify · BigCommerce · 3dcart · TurnStyle · Teads · NewBrand Analytics · MICROS · Bazaarvoice · NinjaCat · Sprinklr · Trello · Microsoft Office Suite · SalesForce · Asana · Canva · Marketo · Adobe Manager*

## PROFESSIONAL EXPERIENCE:

### Director of Growth: Omni-Channel Strategy · Media Buying · CRM & Revenue Operations

South Florida | Current

- Lead full-funnel growth strategy across **B2B and B2C** clients, aligning omni-channel marketing with revenue goals.
- Architect acquisition + lifecycle programs integrating **paid media, CRM automation, content, and analytics**.
- Oversee media buying across **Google Ads, Meta, LinkedIn, YouTube, TikTok, and programmatic/DSP**, optimizing budgets for ROAS and LTV.
- Design multi-stage buyer journeys using segmentation, behavioral triggers, and A/B testing to increase conversion and retention.
- Conduct market and performance analysis to refine targeting, creative, and channel mix across diverse industries.
- Lead content, email, and nurture strategies supporting pipeline growth and customer engagement.
- Drive innovative lead-generation initiatives and provide executive-level strategic advisory across industries, including SaaS, healthcare, retail, construction, hospitality, and consumer services.
- **Representative Clients:** Start-up SaaS Companies, Diehard Construction, Feber Dental Group, BJ's Wholesale Club, IPIC Entertainment, Tuck Tavern, City Cellar, Behavioral Health Treatment Center, JFK Medical Center, Warespace, Spyware, and Publix.

### Director of Marketing - Full-time contract

Playwire | Boca Raton, FL | 2/21-8/21

- Managed, motivated, and worked with internal and external agencies on strategic marketing initiatives, providing clear direction to ensure alignment and meet objectives within the dedicated budget and timelines.
- Led CRM strategy with HubSpot, enhancing sales automation and email marketing performance.
- Spearheaded website and UX redesign, achieving improved user engagement and conversion rates.

### Digital Sales Manager & Multimedia Account Buyer - Agency Side

Cox Media Group & Gatehouse Media - The Palm Beach Post | West Palm Beach, FL | 4/18-1/19

- Increased digital revenue by optimizing PPC bid strategies and developing tailored content solutions.
- Directed programmatic advertising campaigns and managed a \$100K+ monthly media spend for high-value clients.
- Directed all new PPC accounts and digital media buys and implementations with social and programmatic channels through Basis DSP and Meta.
- **Representative Clients:** *Atlantic Coast Aesthetics, MD Beauty Labs, Palm Beach Show Group, JFK Medical Center, Jupiter Medical Center, Holy Cross Hospital, and FPL.*

## Senior Digital Marketing Manager

*BurgerFi International | North Palm Beach, FL | 8/16-1/18*

- Owned BurgerFi's digital evolving strategy, A/B testing, and digital roadmap for a complete redesign of BurgerFi.com, including online ordering and taxonomy; delivering strong ROI, including a 40% increase in site traffic, and a 21% increase in conversion and check average of 41%.
- Revitalized the loyalty program, boosting membership by 216% and increasing online sales by 66%.
- Directed the digital transformation efforts, enhancing SEO, PPC, BurgerFi App, and website functionality for measurable growth in site traffic and conversions.
- Oversaw the Customer Care department, ensuring best-in-class service and 100% engagement for all reviews across multiple external and internal platforms, including Yelp, Google, TripAdvisor, Facebook, Twitter, and internal We Care submissions. I also lead the Analytical team and the NewBrand analytics software, safeguarding our reporting and results for our CEO's financial reporting.

## Senior Marketing Communications Manager

*Moen Incorporated, US Retail Division | North Olmsted, OH | 10/12-1/16*

- Managed \$3M+ budgets for retail media campaigns, optimizing digital content for e-commerce platforms such as HomeDepot.com, Lowes.com, and Menards.com.
- Executed the Email, PPC, SEM, CRM, and SEO strategy to support product launches utilizing multiple digital properties and targeting tactics, including behavioral, geo-fencing, mobile-to-mobile, A/B testing, and social media content curation.
- Directed comprehensive CRM and email strategies, leveraging performance optimization to propel MROI results.

## Director of Marketing and Public Relations for Northeast Ohio & South Florida Markets

*Covelli Enterprises | Largest Franchisee of Panera Bread | 7/08-2/11*

- Responsible for all media placement, advertising development, media execution, public relations, and marketing for 27 Panera Bread Bakery Cafés simultaneously.
- Represented the company with extensive community outreach through on-air interviews with local radio stations about promotions, charity sponsorships, PR relations, and over seven grand openings.
- Led all CRM and email campaigns/strategies to promote over seven grand openings of cafes and quarterly in-store LTO launches and charity promotions.
- Maintained and managed a yearly marketing and advertising budget of over \$1.8 million.
- Directed marketing coordinators in the field, overseeing proper execution and implementation of their core responsibilities.

## EDUCATION & CERTIFICATIONS:

**Lynn University** Bachelor *of Arts in Communications | Boca Raton, FL | 2003 – 2006*

- Minor in Journalism and Broadcast Media
- Graduated Magna Cum Laude with a GPA of 3.7 on a 4.0 scale.
- Awarded athletic grant for Division II volleyball program.

## HubSpot Certifications:

- Inbound Marketing | Renewed March 2025
- Content Marketing | Renewed March 2025
- Client Management | Renewed March 2025