



BRITTANY R. BIALOWAS

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EXECUTIVE SUMMARY:

Dynamic and results-driven digital marketing executive with 15+ years of proven expertise in developing and executing high-impact B2B and B2C digital marketing strategies. Specializing in SEO/SEM, PPC campaigns, CRM automation, social media advertising, and omnichannel optimization to drive customer engagement, lead generation, and revenue growth. Adept at managing cross-functional teams, optimizing budgets, and leveraging data-driven insights to shape compelling and ROI-focused marketing campaigns.

ADVANCED PROFICIENCIES:

- *SEO/SEM/PPC Campaign Management*
- *CRM Implementation & Automation*
- *Social Media Marketing & Advertising (Facebook, Instagram, YouTube, TikTok, LinkedIn)*
- *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:

Omni-Channel Marketing Consultant & Media Strategist/Buyer

South Florida | Current

- Design and execute digital marketing strategies for diverse industries, driving measurable ROI through PPC, email marketing, and CRM automation.
- Orchestrate end-to-end buyer journeys, implementing personalized automation triggers and A/B testing for conversion optimization.
- Conduct deep data analysis to develop customer personas and refine marketing campaigns for target segmentation.
- Create and manage content marketing initiatives, including blogs, newsletters, and social media campaigns, ensuring alignment with client goals.
- Spearhead new lead generation strategies and execute within an omni-channel focused digital enactment across multiple touchpoints.
- *A sample of clients includes: 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

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 within Social Platforms such as Instagram, YouTube, Facebook, Twitter, and more.
- *I supported clients such as 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 | 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