Brian R. Best

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Employment

Tommie Copper - 01/2017 - Present
Director, eCommerce & Digital

- Directly accountable for all eCom activities, staff, and vendors, including: Website platform and technology stack, site design and UI/UX, page design and updates.

- Manage digital eCom store, the single, largest, customer transaction and engagement platform for Tommie Copper's omni-channel brand strategy.

- Responsible for all digital marketing activities, staff, and vendors, including: Customer loyalty and CRM, Email marketing campaigns, Social, Display/Retargeting, Paid Search, and Affiliate programs.

- Deliver inspiring brand content across multiple digital marketing channels.

- Develop a metric-based plan to deliver against consumer awareness goals and digital sales targets, plus high-value customer segmentation and personalization strategy.

ECI New York, New York - 04/2016 - 06/2017
Director, eCommerce & Digital

- Responsible for establishing a roadmap for a 2016 eCom launch that included vendor selection of eCom platform, analytics, CDN and Media Hosting platform based on scale/capabilities.

- Integrated KPIs by developing a "Best-In-Class" CRM, Customer Service, SEO, SEM, FEO and PPC strategy.

- Responsible for site/blog/social media content development strategy, management and dissemination.

- Established low-maintenance revenue streams, leveraging affiliate/organic social media influencers.

- Explored product development opportunities that improved upon digital process and drive efficiency.

- Worked with Kohl's, Neiman's, Macy's, and Nordstrom's digital teams to improve eCom partnerships, to result in YOY top-line growth for ECI.

- Leveraged wholesale and retail analytics to create contextually targeted content, to drive conversion across all eCom channels.

Coach Inc., New York - 06/2015 - 04/2016
Manager, Global eCommerce Operations

- Managed Coach's Global eCom app portfolio against project plans and delivery commitments.

- Worked with internal/external cross-functional technology teams to troubleshoot, estimate, and coordinate system defects, resolution and optimization for Demandware sites.

- Oversaw technical support for 24/7 production environments and holiday readiness preparation.

- Managed a group of 5+ support team members that consisted of internal/external (offshore/onshore) business support analysts and vendors.

PVH Corp., New York - 10/2011 - 06/2015
Manager, eCommerce, Digital Marketing & Visual Merchandising - See LinkedIn for full details

- Managed/evolved four wholesale, b2b eCom sites, with solid strategies delivering on revenue goals.

- Worked collaboratively on site redesign, with marked improvements to: UX/UI, digital marketing, merchandising and analytics, leading to higher conversions and a 19.2% revenue increase.

- Launched CRM program to execute multichannel marketing strategies in email, direct mail and social.

- Managed technology requests and research that supported Web Marketing initiatives across several fashion brands (Tommy Hilfiger, Calvin Klein, Izod, Arrow and Van Heusen).

- Reviewed, flagged and routed, all vendor contracts (MSA's) and renewals, for Legal team sign-off.

- Led Web Development to design, develop, QA/UAT process.

Marsh & McLennan Co., New York - 08/2006 - 10/2011
Manager, Creative Services - See LinkedIn for full details

- Promoted twice during my 5 years at MMC. Managed and set direction of creative services operations.

- Worked closely with brand leadership to relaunch corporate identity standards for corporate rebrand.

- Managed multiple project streams determining budgets/project scopes for insourcing/outsourcing.

Education

Long Island University
BA, Journalism, 2005

New York University
MA, Graphic Communications
& Mgmt. Technology, 2010

School of VISUAL ARTS
Div. of Cont. Ed., 2010 - 2011

Fashion Institute
of Technology (FIT)
Certificate, Omni-Channel
Retail & Convergence, 2014

General Assembly
UX Design, Cert. 2015

General Assembly
Digital Marketing, Cert. 2017

NYCDA
Javascript Intesive, 2018

Skills

(Adobe CC 2017)
InDesign, Photoshop, Illustrator
Dreamweaver & CSS
Adobe Scene7
Interwoven
Demandware
IBM WebSphere Commerce
Shopify Plus
Magento
Akamai
RUM/Synthetic (SOASTA)
Pingdom
CDNetworks (CDN)
Site Catalyst/Omniture
Google Analytics
Sidecar
Commission Junction
Bazaar Voice
Google Adwords
Facebook Ad Manager
Yahoo Gemini
MailChimp
Bronto
QuickPivot
Balsamiq
Visual Retailing
Ooyala
Brightcove
Jira
Buddy Media CMS
AP & AMA Style