

Brett Carneiro

Director of Marketing & eCommerce

EXECUTIVE SUMMARY

A rising strategic executive and innovator with a proven track record of driving digital marketing and relationship building in multimillion-dollar businesses. Exceptional strategist for E-commerce, customer acquisition, and competitive analysis. A thought-leader who serves as a catalyst for sustainable change by empowering teams to independence and flawless execution. A Visionary who is rethinking what's possible, transforming complex business obstacles into tangible and profitable partnerships.

Executive Collaborator

Team Mentor

Digital Marketing Leader

Trusted Business Partner

'AN EXCEPTIONAL DIRECTOR, WITH PASSION AND THE DRIVE FOR PERFECTION...'

" Brett is a motivated, smart, and talented young man. He is very strategic and analytical, but also creative and highly self-motivated. I have hired a lot of people in my time on the agency and client side, and I would honestly have hired Brett in a heartbeat. He's the kind of person I always wanted to hire for my team."

Dr. Fiona Wilson ~ former Vice President of Marketing, CMGI

PROFESSIONAL HISTORY

2012 - Present **Marketing and eCommerce Strategist**
Brett Carneiro Consulting

- Transforms and optimizes brands through effective digital marketing and e-commerce strategies to drive sales and increase online client visibility.
- Pilots website builds to ensure client's brand can be experienced by the end-product.
- Developed the marketing automation strategy for clients using Hubspot and Marketo ~ increasing client sales by 27% in 2018.
- Worked with internal teams to A/B test effective landing pages for optimal lead generation and sales.
- Implemented SEO and on-site merchandising best practices for better rankings ~ increasing recent client's sales by 15% and cutting their advertising budget by 33%.

2018 - 2018 **Director of Digital Marketing**
Clearsurance

- Spearheaded the creation, building, and optimization of new user-acquisition strategies required to achieve the company's user review and registration targets ~ driving growth of 100,000 users in six months.
- Developed and executed the B2B and B2C social and email strategies (paid and earned).
- Pioneered the development of the company's brand identity and guidelines, as well as the current advertising slogan.
- Optimized paid advertising channels to support user growth/engagement (affiliate, link building).
- Piloted the development of a monthly traffic forecast and analytic dashboards for the executive leadership team.
- Created and executed the social media strategy across all platforms (twitter, FB, Instagram, Pinterest).

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EDUCATION

Master of Business Administration ~

University of New Hampshire

Bachelor of Arts ~

Fordham University

SKILLS

Analytics

Forecasting

Strategic Sales/Marketing Alignment

Social Media/Content Planning

Growth Hacking

Marketing Automation

Leadership

Branding/Affiliate Marketing

2016 - 2016 **Account Manager**

C-4 Analytics

- Spearheaded the development and management of digital strategy, SEM to SEO, social media, and on-site merchandising for nine clients representing \$1.2 million dollars in revenue.
- Coached and mentored a five-member team in areas of lead generation, website optimization, and analytics ~ igniting an 18% increase in client leads.
- Optimized and cultivated strong relationships with client-side senior stakeholders (CEOs and CMOs).
- Communicated weekly/monthly financial analysis reports to clients and the senior leadership team.

2014 - 2016 **Director of Marketing & eCommerce**

Key Group

- Spearheaded the development of a marketing department ~ igniting leads and revenue ~ and company growth leading to my hiring of five marketing team members.
- Optimized the vetting and implementation of new technologies ~ launching 8 websites.
- Modernized all operations including marketing vision and strategic planning, cross-functional team development and leadership, human resources, fiscal budgeting, profitability, and administration.
- Piloted initiatives to cultivate sponsorships for community partnerships and local outreach campaigns.

2012 - 2014 **eCommerce Marketing Manager**

Crabtree & Evelyn

- Spearheaded the digital and customer experience initiatives across Crabtree & Evelyn's website properties for the U.S., and Canada.
- Collaborated closely with development and design teams to support our online business objectives (sales) while supporting our product marketing, merchandising, SEO, SEM, loyalty, social and email initiatives.
- Ignited Crabtree USA's amazon.com sales (program became 15% of sales in the first year)
- Pioneered the launch of Demandware eCommerce websites for USA and Canada.

2009 - 2012 **eCommerce Specialist**

Lindt & Sprüngli

- Supported the eCommerce manager by focusing on online product merchandising, SEO website improvements, product/seasonal promotion, sales on 3rd party sites, and management of our paid strategy.
- Piloted the creation of multi-channel eCommerce sales strategies to drive online growth.
- Ignited Lindt USA's amazon.com sales (program went from 0% to 18% of sales in the first year).
- Launched and managed Lindt USA's affiliate marketing program (took the program from 3% to 13% of sales).
- Optimized B2B sales: design, experience, functionality, merchandising, content development.

2008 - 2010 **Digital Marketing eCommerce Strategist**

Emerson Fry

- Spearheaded marketing strategy and social media to drive brand awareness and support eCommerce sales.
- Ignited online sales by 15% by leveraging blogger outreach and affiliate marketing.
- Drove growth through the creation and execution of influencer marketing programs with fashion bloggers/trendsetters.
- Communicated weekly and monthly financial results to Senior management and stakeholders.
- Optimized all fiscal budgeting and planning for marketing.