

## **BRIAN MCKINNEY**

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### **MARKETING COMMUNICATIONS MANAGER & DIGITAL STRATEGIST**

Versatile marketing leader and digital expert with 15+ years of experience delivering powerful solutions across a wide range of media and industries. Demonstrated capacity to act as key business partner and thought leader for digital transformation projects. Proven ability to manage complex projects and diverse stakeholder groups with unwavering focus on core business objectives. Track record of leveraging e-commerce and digital marketing programs to raise visibility and accelerate revenue growth. Established successes in fast-paced media agency, start-up firm and Fortune 100 environments.

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Requirements Analysis • Proposal Development • Digital Strategy • Omni channel Marketing  
Project Management • Stakeholder Relations • Business Process Reengineering • E-Commerce  
Social Media • Mobile Platforms • Content Management • Cross-Functional Teams • Presentations  
Technology Selection • Agile Development • Collaboration Tools • Quality Control • Best Practices

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### **PROFESSIONAL EXPERIENCE**

#### **AETNA, Austin, Texas • 2013-present**

##### **Communications Manager**

Spearhead digital transformation initiatives and high-volume content production for Fortune 100 managed health care provider. Supervise team of 15 writers performing quality reviews on commercial copy for 50 internal departments. Prioritize and allocate assignments. Ensure compliance with Aetna brand and plain language standards. Coach team members as necessary to accelerate delivery and improve quality. Administer Alfresco open-source enterprise content management (ECM) system with 62 collaboration worksites configured to support 236 users. Contribute to digital asset management (DAM) strategy and Six Sigma process improvement projects as communications department liaison to marketing technology operations team. Implement best practices for records information management as subject matter expert (SME) for department and content developers.

- Advanced corporate objectives by providing expert thought leadership for alignment of ECM technology, strategy and tactics with business goals.
- Propelled adoption of digital marketing technology by leading successful evangelization initiatives.
- Facilitated ownership of "Vision 2020" digital marketing transformation across organization by building relationships and critical thinking alliances with business units and external partners.
- Collaborated with internal partners to identify process improvement opportunities using Aetna's Achieving Business eXcellence (ABX) operating system.
- Enhanced analytics and reporting by documenting Agile workflow process activity.

#### **MEDIGAP360 / INSURAPRISE, Austin, Texas • 2011-2013**

##### **Director of Direct Marketing**

Conceptualized and executed direct marketing strategy for Medicare supplemental plan brokers recognized by Inc. as one of the 500 fastest-growing companies in the US. Designed and programmed email marketing campaigns. Leveraged Listrak and Silverpop email service providers for administration and tracking. Planned and managed direct mail projects. Composed monthly email newsletter with 50K+ subscribers. Acted as administrator for company's project management and workflow software platform iMeet Central.

**Director of Direct Marketing, MEDIGAP360 / INSURAPRISE (continued)**

- Played key role in driving 1,268% growth over 3 years by generating constant flow of high-quality leads for internal group of licensed insurance agents.
- Authored compelling marketing communications on Medicare supplement insurance, identity theft protection and related products for direct mail and digital audiences.
- Reached 8K policyholders through skillful management of Medigap360 Benefits Card program offering discounted prescription benefits.

**INDEPENDENT MARKETING CONSULTANT, Austin, Texas • 2008-2011**

Secured wide range of contract engagements with digital and print marketing, healthcare, software development and entertainment industry firms.

- Elevated visibility of Austin-based health and wellness clinic Victory Medical by managing internet strategy, web production and content development projects.
- Optimized business strategy for startup company focused on development and patenting of software enabling broadcast-quality video streaming via Internet and television.
- Produced live webcast of 75<sup>th</sup> Miss Texas Pageant in Arlington, Texas.
- Crafted Internet strategy and digital content for Harper House marketing agency traditionally focused on creative services, photography, pre-media and print production.
- Delivered marketing strategy and account management services for Tasty Placement, Austin's top-ranked search engine optimization/search engine marketing (SEO/SEM) company.

**FIRST ROI, Austin, Texas • 2007-2008**

**Digital Content Strategist**

Orchestrated web development for digital marketing agency serving 400+ credit unions and community banks across the United States. Oversaw talented team of web developers and SEO/SEM experts. Forged and maintained client relationships with C-level executives and marketing professionals. Defined project milestones, timelines and deliverables. Led current-state site reviews and formulation of future-state content strategies. Supervised design of content matrices, information architecture, site maps and visuals. Monitored programming activities. Implemented pay-per-click advertising campaigns.

- Boosted productivity through development and implementation of formal project management process with customer-facing online collaboration tools.
- Attracted recognition from Jim Bruene at NetBanker.com for "some of the most creative work I've seen in 12 years" with groundbreaking e-commerce sites.
- Won Interactive Media Council's "Best in Class" award for banking sector microsite.
- Earned First ROI "Leadership Award" in 2007.

**NEW MEDIA GATEWAY (currently SIMPLEVIEW), Dallas, Texas • 2006-2007**

**Digital Strategist & Account Manager**

Furnished web-based marketing strategy and technology solutions for leading digital technology agency with more 2K clients worldwide and 80% market share among Fortune 1000 companies. Gathered requirements, defined project scope and developed budget estimates for client engagements. Generated proposals for business development team. Managed client relationships. Produced content.

**Digital Strategist & Account Manager, NEW MEDIA GATEWAY (continued)**

- Devised visual brand assets, positioning statements and marketing collaterals for startup venture in the radio, television and film industry.
- Participated in development of new e-commerce website for Texas Ford.

**ADDITIONAL EXPERIENCE**

**Independent Communications Strategist – Interactive Content, 2001-2006**

Acted as writer and creative director for series of Kraft Foods television commercials. Launched publicly traded health and wellness company Mannatech into online sphere. Produced new website for the largest supplier of commercial electricity in North America. Coordinated logistics and installation of new video replay equipment for National Hockey League (NHL) across 30 cities in 2 countries.

**Vice President Business Strategy, RARE MEDIUM, 2000-2001**

Headed Internet strategy engagements for NYSE-traded professional services firm representing clients such as Wyndham Hotels, Neiman Marcus, Forbes Magazine, TiVo and Home Interiors & Gifts.

**Independent Internet & Business Strategy Consultant, 1995-2000**

Completed research, strategy and production engagements for Select Payment Process, Twin Laboratories, Weider International, Bristol Hotel & Resorts, Exhibit Dynamics, Grass Valley Group, Loral Qualcomm and Fujitsu. Authored communications to ensure smooth roll-out of new digital products and software systems. Enabled centralized management of employee-generated content. Advised executives on implementation of corporate Internet, intranet and extranet programs. Wrote and produced interactive multimedia presentations for trade shows and sales organizations.

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**EDUCATION**

**Bachelor of Science, Journalism**

University of Kansas, William Allen White School of Journalism & Public Information, Lawrence, Kansas

**PROFESSIONAL DEVELOPMENT**

Aetna Lean White & Yellow Belt Training  
Six Sigma  
Agile 101

Achieving Business eXcellence (ABX) Benchmarking & Best-in-Class  
Information Security Awareness  
ISO 15489 Records Information Management  
Alfresco Records Management 101

**AFFILIATIONS**

Member, Center for Plain Language  
<http://www.linkedin.com/in/austinwriter1>

**SELECTED TECHNOLOGIES**

Microsoft Office Suite • Project • Visio • SharePoint • Alfresco Enterprise Content Management (ECM)  
iMeet Central • Basecamp • Trello • Workamajig • Listrak • Silverpop • WebEx • Photoshop