

BRIAN MANGIN

4030 19th St, #14, San Francisco, CA 94114 ▪ (415) 789-6526 ▪ bmangin@yahoo.com ▪ brianmangin.com

PROFILE A creative, results-oriented design and marketing professional with over 11 years' experience strategizing and managing web, interactive and new media projects.

EXPERIENCE **Minnesota Orchestral Association, Minneapolis, MN**

Interactive Marketing Manager, 2007-2010

Managed all aspects of the Orchestra's online presence, including website content and design, multimedia, e-mail marketing and social networking in a fast-paced, collaborative environment.

- Managed the online content for over 100 unique events annually, increasing web production efficiency as well as improving online sales and web visitor statistics.
- Developed and redesigned web components and user interface elements to increase online sales opportunities, donations, brand consistency and overall website usability.
- Designed, tested, produced and measured the effectiveness of over 350 marketing, development and customer service e-mails annually.
- Created and deployed new online multimedia assets including music and video libraries, podcasts and blogs.
- Developed, monitored and cultivated the Orchestra's presence across social media platforms including Twitter, Facebook and YouTube.

Start Spark, LLC, Minneapolis, MN

Owner / Creative Director, 2001-present

Planned, managed, and executed web and print marketing projects for over 80 business and nonprofit clients.

- Developed a wide range of websites and online resources, with projects ranging from front-end website design to custom database programming.
- Researched new technology and online trends to support clients' marketing strategies, including a variety of content management system platforms and scripting libraries for advanced interactive functionality.
- Led and managed numerous simultaneous projects collaboratively with marketing, graphic arts, and information technology professionals across multiple organizations.
- Designed, wrote and edited content for websites, e-mails and other online resources.

Optavia Corporation, Madison, WI

Business Development Manager, 2000-2001

Managed new business development, marketing, and public relations for a startup web usability and accessibility consulting company.

- Developed and maintained a website that not only described the company's services, but also showcased the company's skills by featuring a highly usable and accessible design.
- Identified and implemented best practices for opt-in e-mail marketing operations.
- Worked with sales and management to develop and execute the company's online and overall marketing plans.

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EXPERIENCE U.S. Satellite Broadcasting, St. Paul, MN

(CONTINUED)

Manager, Special Markets, 1998-1999; Assistant Manager, Special Markets, 1996-1998; Retail Service Rep., 1996

Managed commercial business and other products for a nationwide satellite television provider.

- Developed and executed marketing strategies for new and potential business ventures in highly competitive emerging markets.
- Managed the marketing, sales, and promotion of over 70 satellite-distributed special event products annually.
- Designed project management and information systems to distribute information internally and externally, establish and monitor product performance, and manage financial data.

EDUCATION University of Wisconsin - Madison

B.S. InterArts and Technology (1995) – *a multimedia program combining design and technology*

SKILLS

- Proficient in web and graphic design technology including HTML/XHTML/CSS, Photoshop, Illustrator, InDesign, and Dreamweaver.
- Familiar with Javascript, jQuery, Flash, and PHP/MySQL.
- Extensive experience developing and working with new web technologies including podcasts, videocasts, blogs, RSS, content management systems, social networking and e-commerce.
- Well-versed in search engine optimization, web standards, online usability and accessibility.