

Brian Morrow

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OBJECTIVE: Seeking a challenging management position in the web and e-mail marketing field focusing on marketing, design, and usability that offers opportunity to show positive growth for company.

SUMMARY: Highly motivated, creative and versatile web and e-mail marketing and design expert. Seven years experience in development, design, marketing, and usability; Especially skilled in identifying business needs and connecting them with technology solutions; Excellent at building relationships and creating win-win situations;

SKILLS AND ACCOMPLISHMENTS:

- ✧ *Web design and development* – Over 7 years experience creating and maintaining large corporate web sites with particular focus on emerging trends like usability, accessibility and web standards.
- ✧ *Graphic design* – Demonstrated competence with web, e-mail, and print design. Tools used include Adobe PhotoShop, QuarkXPress, and Macromedia Flash.
- ✧ *Project management* – Led multiple large internet related projects overseeing process, workflow, resources, and timelines.
- ✧ *Usability* – Incorporated usability processes like task analysis, stakeholder interviews, prototyping, focus groups, etc. as a core member of team redesigning corporate Web site.
- ✧ *Marketing* – Assisted in development of strategic marketing plan including planning for web and e-mail based promotions for product launches and online learning events.

EXPERIENCE:

May 2004 – present

Premier, Inc., Charlotte, NC

Web marketing & content strategist

- Core team member overseeing Premier's corporate Web assets, including: developing information architecture strategy, driving look/feel to enforce new corporate brand, usability testing, interfacing with business units to gather requirements/goals and working with technical team to ensure proper implementation to meet customer expectations and internal corporate goals.
- Interfacing with internal customers and recommending proper technologies to meeting business unit needs.
- Provide business and technology mentoring and expertise transfer to internal clients.
- Document business requirements, create and revise information architecture documents/designs/diagrams.
- Train internal staff and oversee distribution of electronic communications.

January 2001 -

June 2004

Premier Advocacy, Charlotte, NC

Web specialist

- Maintained Advocacy division of Premier, Inc. website including: flash development, on-line customer survey and web usage analysis
- Distribute and maintain several electronic publications
- Develop and implement web marketing strategies
- Edited, prepared and published stories for Advocacy office

1998-2000

InterNET's Achievers Channel, Fort Mill, SC

Customer support/web development

- Responsible for concept, creation and execution of all interactive marketing promotions including developing and maintaining: two business unit web sites, online customer surveys, program guides, and e-mail newsletter, and support of various marketing promotions.
- Handled customer support tech support hotline including answering technical program and equipment questions, resolving conflicts regarding service and equipment, troubleshooting with customers, upselling based on customer needs and company campaigns.

1995-1997

Fox Den Country Club/Rob Cameron Tennis Academy, Knoxville, TN

Tennis Pro

- Helped and encouraging clients to reach their goals and helped instill confidence and pride in clients
- Coordinated scheduling of clinics and personal lessons for multiple ages and skill levels
- Taught clients how to improve skill, dexterity, speed, and hand-eye coordination
- Taught and promoted consistency, teamwork, positive mental attitude, health, respect for themselves and others and how to deal with competition

EDUCATION:

Gardner-Webb University, Boiling Springs, NC

Master of Business Administration

Anticipated Graduation Summer 2007

Human Factors International, Washington, DC

Usability Certification Track

2005

Central Piedmont Community College, Charlotte, NC

Java and JSP Development

2003

The University of the South, Sewanee, TN

Bachelor of Science in Political Science

Awarded 1995

SOFTWARE:

MicroSoft office suite, Macromedia Dreamweaver, Adobe PhotoShop, QuarkXPress, Macromedia Flash, Microsoft FrontPage)

REFERENCES: Available upon request