

# Brian Riback

Proven CRM, Engagement, & CX Leader Driving Program Success

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## EXPERIENCE

### **FCB Health** · Remote *Director of CRM Engagement*

2022 - 2023

Applied data-backed recommendations to maximize lead acquisition and retention, collaborated with diverse teams for the full launch cycle, defined the acquisition strategy for a major pharma client, identified and resolved system issues to maintain best practices, and contributed to a seven-figure engagement with a top client.

### **Brafton** · Remote *Email Marketing Consultant*

2021 - 2022

Collaborated with customers on email strategies using 360-degree analysis for improved performance and engagement. Focused on brand growth, lead gen, revenue, and reduced churn through targeted marketing and dynamic personalization.

### **Arizent (Formally SourceMedia)** · New York, NY *Director of Email Marketing*

2021 - 2022

I managed 700 million annual email sends, leading to high email engagement. Collaborated with teams to improve email marketing programs, integrating brand, lead gen, and revenue strategies. Managed email list with segmentation, data hygiene, and growth tactics.

## SKILLS

CRM & CMS Set Up and Management  
Platform Product Management  
SaaS Technology Builds  
Email Marketing  
Customer Engagement & Experience (CX)  
Marketing Strategy  
IT & C-Level Collaboration  
Revenue Generation  
Team Leadership & Training

## SIGNATURE ACHIEVEMENTS

**Worked extensively** with Fortune Global 500 companies.

**Boosted sales growth** by \$120K within 1.5 months as Email Marketing Consultant.

**Improved efficiencies** and reduced waste through new policies and procedures.

**Increased revenue** by \$50K and 35% boost in retention via unique story blueprint.

**Led 700 million annual email sends** as Director of Email Marketing, increasing engagement.

**Reduced 170+ disparate technologies to 5**, improving the efficacy of email marketing programs.

**Prevented** significant finds based on analysis of email program's compliance with CAN-SPAM laws.

## EXPERIENCE *(Continued)*

### **Labrador Solutions, LLC. · Remote** *Marketing Technologist (MarTech) Consultant*

2014 - 2018

Assessed Martech Stack usage, gathered information, conducted financial analysis, recommended systems updates for efficiency and cost savings, and prepared executive summaries, role analysis, functional and technical documentation, and ROI analysis with final alignment report and training recommendations.

### **Daily News LP · New York** *Marketing Specialist*

2008 - 2014

Led a 5-person team to optimize CRM, engagement, and customer experience through product management and e-marketing. Implemented email marketing and developed behavioral-based automation. Improved recipient experiences and managed budgets. Cleansed a 2.5MM record database, saved \$75K. Migrated email marketing program and drove 40% increase in mobile app downloads, achieved \$125K savings.

## TECHNOLOGY

### **CDP (Customer Data Platforms)**

Blueconic, Segment, Lytics, Treasure Data

### **CMS (Content Management Systems)**

Stripo, Mailchimp, Aweber, Campaign Monitor, Constant Contact, GetResponse

### **CRM, Email & Marketing Automation Platforms**

Adobe, Salesforce Marketing Cloud, Pardot, Zoho, HubSpot, Infusionsoft, Eloqua, Marketo, Pardot, ActiveCampaign, ConvertKit, Klaviyo, Zoho, Zapier, plus countless others

### **Project Management Platforms**

Asana, Basecamp, Monday, MS Planner

### **Collaboration Tools**

Google Workspace, MS Teams, Slack

### **Agile Project Management**

Jira, Airtable, Basecamp, MS Planner

## Education

Ramapo College of New Jersey  
Mahwah, NJ · Bachelor's Degree