

Brian Riback

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PROFESSIONAL SUMMARY

As a strategic leader and collaborator, I have consistently driven significant increases in customer engagement and revenue through strategic CRM and email marketing initiatives. I have optimized MarTech stacks, resulting in a 25% boost in efficiency in under 6 weeks and a 2x increase in recipient click-through rates within 30 days.

SKILLS

- **MarTech & CRM Expertise:**

CDPs (e.g. Lytics, Blueconic, Segment), CMS (e.g. WordPress, Stripo), Advanced CRM (e.g. Salesforce, HubSpot, Marketo, Eloqua), Email Automation (e.g. ActiveCampaign, Klaviyo).

- **Strategic Execution:**

Market research, consumer insights, customer journey mapping, workflow visualization & wireframing for strategic lifecycle, nurture, and omnichannel campaign automation.

- **Quantitative Analysis & Problem-Solving:**

Data-driven strategy, A/B testing, ROI analysis, KPI tracking.

- **Requirements Gathering & Analysis:**

Skilled in eliciting, analyzing, and specifying project requirements, translating business needs into technical solutions.

- **Project Leadership & Team Management:**

Skilled in team leadership, mentoring, and utilizing Asana, Jira, and MS Teams for efficient project management, to automate processes, and improve cross-functional collaboration.

- **Client & Vendor Engagement:**

Strong client-facing skills and ability to collaborate effectively with both internal teams and external vendors, understanding their needs to deliver tailored solutions.

- **Adaptability & Flexibility:**

Proven ability to adapt strategies in dynamic environments, embrace change, and manage multiple projects simultaneously.

- **Continuous learning mindset:**

Up-to-date with the latest MarTech, analytical tools, and strategies.

WORK HISTORY

CRM & ENGAGEMENT CONSULTANT

03/2023 to CURRENT

Mayple

- Drove a 2x increase in recipient click-through rates for 20+ clients within 30 days, optimizing email marketing strategies, leading to heightened engagement and revenue.
- Increased customer engagement and retention by 20% through personalized CRM campaigns with 30+ dynamic variables.
- Manage complex CRM mapping and real-time content campaigns, achieving an average 25% improvement in customer engagement and sales performance.
- Train clients on design principles to enhance email scannability and readability, ensuring content is user-friendly.
- Streamline CRM efficiency and customer integration, with an average 20% increase in email campaign engagement and impactful business growth.

MARKETING TECHNOLOGIST (CONSULTANCY)

10/2014 to CURRENT

Labrador Solutions, LLC

- Analyze and optimize MarTech (Marketing Technology) Stacks in 20+ projects, achieving 15% cost savings and a 25% boost in efficiency in under 6 weeks.
- Developed extensive Business Requirements Documentation (BRDs) for optimized strategy application, while promoting professional development to assure team preparedness.
- Enhance client engagement by strategically planning targeted, omnichannel campaigns.

DIRECTOR OF CRM ENGAGEMENT

09/2022 to 02/2023

FCB Health

- Increased lead acquisition and retention by 25% for Pharma clients.
- Developed extensive Business Requirements Documentation (BRDs) for optimized strategy application.
- Led full launch cycles, boosted brand alignment by 15% through cross-functional collaboration.

EMAIL MARKETING CONSULTANT

08/2021 to 04/2022

Brafton

- Drove a 25% increase in campaign efficiency and customer satisfaction by optimizing Marketing Technology stack (MarTech), including Adobe, Attentive, Moveable Ink, and databases.
- Planned, developed, and executed client events aimed at attracting and nurturing high-potential leads, enhancing engagement and lead generation efforts.

DIRECTOR OF EMAIL MARKETING

04/2017 to 04/2020

Arizent (formally SourceMedia)

- Revamped Arizent's email marketing comprised of 700MM emails deployed per year, lifting open rates by 8% and curtailing churn, thereby increasing revenue.
- Selected new MarTech provider, reduced and simplified existing stack. Boosted customer onboarding, lead nurture, segmentation, lead scoring, and improved sales dashboards.
- Introduced advanced sales tools/data visualization. Led IP Warming, and cross-functional training for 17 brands, ensuring platform optimization, strong user adoption and retention.

MARKETING SPECIALIST

10/2008 to 10/2014

Daily News LP

- Led a 5-member team to optimize CRM, enhancing customer experience, and pioneering an email marketing product that generated over \$1.5MM in the first year.
- Developed gamified marketing across live events & print-to-digital. Increased conversion via QR codes & PURLs, yielding \$1.5MM+ revenue.

ACCOUNT SUPERVISOR

12/2007 to 12/2008

RICG | New York, NY

EMAIL MARKETING ACCOUNT MANAGER

10/2005 to 10/2007

CheetahMail | New York, NY

ACCOUNT EXECUTIVE

01/2001 to 10/2004

Iheartmedia, Clear Channel | New York, NY

EDUCATION

Bachelor of Arts

Ramapo College of New Jersey, Mahwah