



# Brian Riback



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## PROFESSIONAL SUMMARY

Dynamic Marketing Technologist & CRM Consultant with 10+ years of experience; adept in MarTech optimization, email marketing, and data-driven strategies, driving engagement and revenue growth.

## SKILLS

### TECHNOLOGY

#### CDP (Customer Data Platforms)

Blueconic, Segment, Lytics, Treasure Data

#### CMS (Content Management Systems)

Wordpress, Stripo, Mailchimp, Aweber, Campaign Monitor

#### Project Management & Collaboration

Asana, Basecamp, Monday, MS Planner, Google Workspace, MS Teams, Slack, Jira, Airtable, Basecamp, MS Planner, Lucidchart, Miro

#### CRM, Email & Marketing Automation

Adobe, Salesforce Marketing Cloud, Zoho, HubSpot, Eloqua, Marketo, Pardot, ActiveCampaign, ConvertKit, Klaviyo, Zapier

## WORK HISTORY

### CRM CONSULTANT

03/2023 to CURRENT

#### Mayple

- Optimize email marketing for 20+ clients, emphasizing data hygiene and acquisition/retention strategies.
- Manage multi-channel nurturing and retention through automation.
- Direct complex email campaigns, coordinating with marketing teams on campaigns with 30+ dynamic variables.
- Expert in leading complex dynamic content campaigns, defining real-time content and image triggers, and CRM mapping for sales assignments.
- Advise on aligning brand strategies and ROI evaluations.

### MARKETING TECHNOLOGIST (CONSULTANCY) Labrador Solutions, LLC

01/2014 to CURRENT

- Analyze and optimize Martech Stacks in 20+ projects, achieving 15% cost savings and a 25% boost in efficiency.
- Author BRDs, providing targeted insights, to align with CRM and client goals.
- Enhance client engagement by strategically planning targeted, omnichannel campaigns.

## **DIRECTOR OF CRM ENGAGEMENT**

*11/2022 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**

- Devised bespoke email campaign strategies for agency clients, leveraging in-depth analysis to bolster campaign performance.
- Drove client brand advancement with precision-targeted marketing and customized personalization techniques.
- Planned, developed and executed events on behalf of clients, specifically aimed at attracting and nurturing high-potential leads.

## **DIRECTOR OF EMAIL MARKETING**

*04/2017 to 04/2020*

### **Arizent, Formally SourceMedia**

- Revamped Arizent's email marketing, lifting open rates by 8% and curtailing churn, thereby increasing revenue.
- Initiated cross-departmental synergy to address deliverability and streamline communication, enhancing brand engagement.
- Consolidated over 100 MarTech tools to streamline campaign execution, advancing user engagement metrics.

## **MARKETING SPECIALIST**

*10/2008 to 10/2014*

### **Daily News LP**

- Increased mobile app downloads by 40% via behavioral-based email automation.
- Led a 5-member team optimizing CRM and enhancing customer experience.
- Pioneered an email marketing product, providing sales with a new revenue stream that generated over \$1.5MM in its first year through innovative and diverse monetization strategies.

## **EDUCATION**

### **Bachelor's Degree**

**Ramapo College of New Jersey, Mahwah, NJ**