

Brad McDonnell

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Skills

- **Salesforce Marketing Cloud** (Journey Builder, Automation Studio, Content Builder, Data Extensions, AMPscript)
- **HTML/CSS**, responsive email coding, and dynamic content personalization
- **Iterable**, Braze, and multi-channel marketing automation (email, SMS, in-app)
- **A/B testing**, segmentation strategy, deliverability optimization, and customer journey analytics
- **WordPress development** including theme customization and landing page creation
- **Adobe Creative Suite** (Photoshop, Illustrator, XD) for email graphics, UX/UI assets, and marketing creative
- **Web optimization and SEO** fundamentals, accessibility, copywriting
- **AI-assisted content and workflow tools** (ChatGPT, Jasper, Bolt) for scaling marketing production

Experience

Email & Lifecycle Marketing Developer

Capital One

February 2023 – Present | Remote

- Create and execute **comprehensive lifecycle email campaigns** in Salesforce Marketing Cloud (SFMC), guiding customers from onboarding through retention and expansion.
- Develop scalable, data-driven email campaigns that increase customer engagement and usage, **driving measurable growth in adoption and product value**.
- Code **horizontal email templates for multiple brands** using advanced HTML/CSS, AMPscript, and dynamic content to streamline template creation and automate personalization.
- **Partner with creative, product, and agency teams** to implement responsive design systems and accessibility-first frameworks, enhancing consistency and user experience across millions of customer touchpoints.
- **Design and deliver training programs** to upskill teams in all aspects of SFMC—Content Builder, Data Extensions, and Journey Builder.

Director of Marketing

Asurvio, LP

January 2021 – February 2023 | Remote

- **Developed and executed lifecycle marketing strategy** across multiple consumer apps, building behavior-based journeys in Iterable that increased engagement, retention, conversion, and lifetime value.
- **Led and mentored a cross-functional marketing team**, driving collaboration across content, design, and analytics while fostering a culture of testing, innovation, and continuous improvement.
- Directed **overall marketing strategy and web presence**, owning multiple consumer websites and overseeing demand generation, landing page optimization, and conversion funnel performance.
- **Owned content strategy** across web, email, and in-app channels—ensuring messaging alignment, SEO growth, and consistent brand storytelling.
- Created and managed **personalized multi-channel campaigns** (email, SMS, in-app, social), leveraging A/B testing to optimize content and drive KPIs.
- **Optimized web acquisition funnels** by designing, testing, and refining high-converting landing pages that improved lead quality and reduced cost per acquisition across multiple consumer brands.
- Implemented **AI-driven tools** (ChatGPT, Jasper, Bolt) to accelerate content creation, personalize campaigns, and scale CRM automation.

Digital Marketing Manager

Papyrus Software

January 2018 – January 2021 | Southlake, TX

- Directed **digital marketing strategy for a global B2B SaaS organization**, with a strong focus on web presence, user experience, and lead generation.
- Oversaw full website strategy and lifecycle – optimizing, and managing a corporate site that became the primary engine for demand generation and customer acquisition.
- Spearheaded the **launch and growth of the company's corporate blog**, building an SEO-driven content program that significantly expanded organic traffic, elevated brand authority, and supported long-term pipeline growth.
- **Led a cross-functional marketing team** in designing and implementing high-converting landing pages, campaign microsites, and digital assets that improved conversion efficiency and sales funnel performance.
- **Collaborated with executive leadership** to align digital strategy with global go-to-market priorities, ensuring marketing efforts directly supported business development goals.

Email Marketing Specialist

Heritage Auctions

May 2014 – January 2018 | Dallas, TX

- Designed and implemented **enterprise-level email templates in Salesforce Marketing Cloud**, ensuring campaigns were responsive, accessible, and aligned with brand standards while driving measurable increases in engagement and revenue.
- Led the transformation of the company's email marketing program, **doubling output and scaling campaigns** to serve a client base of over 2 million by leveraging Salesforce Marketing Cloud (SFMC).
- Developed and executed **advanced personalization and segmentation strategies** in SFMC, enabling more targeted communications that improved customer retention and lifetime value.
- Championed marketing operations excellence **by streamlining workflows, instituting QA processes, and establishing best practices** that enhanced campaign reliability and performance across the organization.

Creative Manager

North Texas Commission

September 2008 – April 2014 | Irving, TX

- Directed creative strategy and digital initiatives, leading the launch of multiple corporate websites and a branded blog that significantly increased online visibility and stakeholder engagement.
- Conceived, wrote, and designed a quarterly print and digital magazine, managing end-to-end production from editorial planning through layout and distribution, which strengthened the organization's thought leadership profile.
- Oversaw **design of all marketing communications**, including sales collateral, brand assets, and digital campaigns, ensuring consistent messaging and design across channels.
- Partnered with executive leadership and external agencies to align creative output with organizational growth objectives, reinforcing brand credibility with corporate and civic partners.
- Pioneered data-driven improvements to digital channels, **achieving a 180% increase in website traffic within 16 months** and laying the foundation for scalable marketing operations.

Journalist

Denton Record-Chronicle

December 2007 – September 2008 | Denton, TX

- Reported, wrote, and edited news and sports stories for a mid-market daily newspaper, developing strong skills in audience-focused storytelling and deadline-driven content creation.
- Designed and produced the sports section, managing layout and copy flow to ensure accuracy, clarity, and reader engagement.

Copywriter, SEO Specialist

Credit Solutions

January 2007 – December 2007 | Denton, TX

- Created high-ranking SEO website content that achieved Page 1 Google results for targeted keywords, laying the groundwork for scalable organic growth strategies.
- Developed persuasive copy across digital channels, blending performance-driven SEO tactics with brand storytelling to attract and convert customers.

Education

Bachelor of Arts in Journalism

University of North Texas | Denton, TX

Bachelor of Arts in Economics

University of North Texas | Denton, TX