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Work Experience

InteractOne, Cincinnati, OH

October 2012 – Present

Vice President of Internet Marketing

Oversee and set strategy for clients across SEO, SEM, Display, Social Media, Mobile and Email Marketing. Working with our Internet Marketing experts to keep our strategies fresh, measurable and producing positive ROI.

Tools Used:

Windows, Outlook, Word, Excel, Powerpoint, Adobe, Twitter, Facebook, LinkedIn, HootSuite, Creative Suite 5, Google Analytics, Google Adwords, Onmiture

LCA Vision/LasikPlus, Cincinnati, OH

August 2011 – October 2012

Sr. Internet Marketing Manager

I was responsible for planning, implementing and growing Internet and digital marketing strategies nationwide for, website optimization, mobile SEO, SEM, social media and public relations for LCA Vision's LasikPlus and Visium Eye Institute Brands. In my time at LCA Vision I was able to grow the Facebook community from less 6,000 Likes to over 64,000 likes. I also restructured the paid search account structure to be more relevant in search results by optimizing the account and creating better and more relevant landing pages. This has been done through keyword research to forecast the keywords that are more likely to get ready to schedule visits to the website I am also revamping the customer communication program, to have more consistent messaging and contact with past patient, non-converts and future patients.

In my time at LCA Vision I grew the digital appointment volume by roughly 45% while cutting costs by 15%. This has been accomplished through social media, search and website optimization to create a consistent look and feel of the brand in the digital space. My work with the LasikPlus brand in the digital space earned me a spot on the inaugural Google Client Advisory Council, and the opportunity to speak on Social Media and Digital Marketing in healthcare.

Tools Used:

Wordpress, Windows, Outlook, Word, Excel, Powerpoint, Adobe, Twitter, Facebook, LinkedIn, HootSuite, Photoshop, Google Analytics, Onmiture

ScienceFiction.com, <http://sciencefiction.com>

February 2011 - Present

Sr. Comic Book Writer

I write comic book, video game, television and movie news and reviews for ScienceFiction.com, Sci-fi and Fantasy news site. I also oversee two other comic book writers to help provide story and topic direction and support. I have also helped the team with Search Engine Optimization for the website as well as consulting on several different aspects of the use of social media from instituting the use of Pinterest to having articles Stumbled and shared across multiple social channels. I am the longest tenured writer currently on staff.

Tools Used:

Journalism, Wordpress, Word, Photoshop, Mac

Cincom Systems, Cincinnati, OH

March 2011 – August 2011

Product Marketing Manager – Cincom Manufacturing Business Solutions

I am currently working to update marketing best practices and collateral for the Cincom Manufacturing Business Solutions group dealing Business Operation Management and ERP Solutions. My group is incorporating Internet and Social Media Marketing concepts and strategies into our current ERP and Manufacturing marketing plan to generate new and viable sales leads. My group also handles direct mail and email marketing, web support for micro sites and landing pages, blogging, event planning and other lead generating activities.

I am also working to incorporate mobile marketing and functionality into our current tools and systems by utilizing QR Codes and Android, iOS and Windows applications to improve product visibility and functionality.

Tools Used:

Wordpress, Windows 7, Outlook, Word, Excel, Powerpoint, Adobe, Twitter, Facebook, LinkedIn, HootSuite

ThinkHero.com, <http://thinkhero.com>

May 2010 – October 2011

Writer (DVD Reviews, Games, Superheroes)

Contributing Writer

I wrote preview articles and reviews about DC Entertainment DVD releases, games and other geek related topics. I was one of the first comic book reviewers for the site

Tools Used:

Journalism, Wordpress, Word, Photoshop, Mac

IBM, Cincinnati, OH

March 2009 – March 2011

Project Coordinator (Contractor) – System z Marketing

My main responsibilities for the System Z Worldwide Marketing group are to work on the postmortem analysis of our events (i.e. Live Events, Teleconferences, Webcasts and Trade Shows). I analyze the enrollment and attendance to track trends within the data. I then document this data to find areas for improvement within the process to boost event enrollment and attendance. I also track and analyze customer feedback from the events to report on customer trends, comments and satisfaction.

Aside from the analysis of events my other main focus is to promote our events via social media marketing. I utilize Twitter and LinkedIn to communicate our upcoming events, news and product information to IBM System Z Mainframe clients and sales representatives using Twitter and LinkedIn. I have formulated and implemented the current social media strategy and I am responsible for the production and distribution of all of our social media content on Twitter and LinkedIn.

Tools Used:

Word, Photoshop, HootSuite, Powerpoint, Keynote, Excel, Lotus Notes, Lotus 123, Adobe Acrobat

Boot Camp Digital, Cincinnati, OH

January 2010 – October 2010

Internet Marketing Strategist

During my unpaid internship at Boot Camp Digital I worked on everything from website design and SEO to user experience and contribution to the corporate blog. My first task during the internship was to redesign the corporate website and optimize for organic search. The other large task with the website was to incorporate the Boot Camp Digital social media presence into the site and include links to the various online profiles (including: Twitter, LinkedIn & Facebook). Once the website redesign and optimizations were completed my focus shifted to work on assisting with training offerings, specifically social media (i.e. Why Social Media?). I created and managed the Boot Camp Digital Fan page on Facebook and the LinkedIn company profile. I also worked on filming and producing some tips & tricks videos for social media (topic including: LinkedIn, Facebook & Blogging).

Tools Used:

Photoshop, Wordpress, Word, iMovie, Keynote, Excel, HootSuite, Google AdWords, Google Analytics, Mac

Fidelity Investments, Covington, KY

October 2004 – August 2008

Business Analyst/Project Management – OSG Control Forms & Applications

In the OSG Control | Forms & Applications group I managed projects from conception to completion, verifying all collateral for legal and process compliance meeting all client (internal and external) production standards. I maintained a library of over 200 forms and applications for Fidelity's Advisor and Fidelity Family Office lines of business. My responsibilities included process improvement, desktop publishing, vendor management, content management and guiding all forms and applications through the complex legal approval process.

Other responsibilities included a rebranding for all forms and applications allowing the four separate lines of business to stand out and be recognized by processors and end clients alike. I also created a modular system for updating forms and applications, to improve the creation and drafting processes cut the production and review time by almost 50%.

Tools Used:

Outlook, Photoshop, Adobe Acrobat, Quark, InDesign, Word, Excel, Powerpoint, Visio, Microsoft Access

Education

Full Sail University, Winter Park FL Graduated October 2010

§ Internet Marketing Master's of Science

§ Internet Marketing Master's of Science Course Director Award – Strategic Internet Public Relations

Miami University, Oxford OH Graduated May 2000

§ Bachelor of Arts; English/Journalism, Interactive Media Studies

§ Minor: Film Studies

Skills

- Creative Problem Resolution
- Website Usability
- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing
- Web 2.0
- Viral Marketing
- Branding
- Content Management
- Project Management
- Process Improvement
- Creative Idea Conception
- Mac OSX
- Adobe CS5 (Photoshop, Acrobat, InDesign, After Effect, Dreamweaver)
- Windows
- Microsoft Office (Word, Excel, PowerPoint, Outlook/Entourage)
- Microsoft Project
- Web Publishing/FTP
- Wordpress
- HTML
- Research (Media, Financial, Intellectual Property, Public Records)

Interests

- Graphic Design
- Web Design
- Print Production
- Social Networking
- Digital Strategy
- Smartphone Technology
- Mobile Applications
- Writing
- Podcasting (Audio & Video)
- Blogging

Activities & Achievements

- Fidelity Six SIGMA White Belt Training for Business Process Improvement
- Fidelity Online Learning Modules; Courses completed include: Project Management, Running a Meeting, Productive Business Dialogue, Managing Upward and Persuading Others
- Fidelity OSG ASAP Own the Issue Award, for work on document routing processes
- Fidelity OSG ASAP Keep it Simple Award for work on incoming Forms/Applications routing project
- Fidelity FRIAG Client First Award for Outstanding Performance
- Fidelity OSG ASAP Team Spirit Award for work on the Transfer of Assets Liquidation Policy form update
- Fidelity Family Office On The Spot Award for work on the Family Office New Account Applications
- Internet Marketing Master's of Science Course Director Award – Strategic Internet Public Relations
- Named to the Inaugural Google Client Advisory Council